
ServDes2018 - Service Design Proof of Concept
Politecnico di Milano
18th-19th-20th, June 2018

Service design for community based tourism - The Brazilian case study

Priscilla Ramalho Lepre

cillaramalho@yahoo.com.br

Faculty of Architecture and Design - Federal University of Alagoas - Campus Maceió

Abstract

This article aims to demonstrate how low-income community and underdeveloped northeastern Brazil are organized independently to provide products and services of Community Based Tourism. For this we use the experience of Porto de Pedras community, that with the creation of a residents' association, organized the observation tourism Manatee Navy in its territory. In sequence presents the partial results of the case study started in this community by Design course at the Federal University of Alagoas. Finally, we discuss how service design can take advantage of this autonomy to help promote the development of these communities and the strengthening of the local identity sense.

KEYWORDS: community based tourism, service design, Brazil

Introduction

In recent decades, new type of tourism has grown to offer alternatives to mass tourism. This article highlights, among them, the Tourism Community Based - CBT, in which the community comes together in clusters of, groups and / or associations to explore tourism in their territory and assets, reversing the benefits of activities for the own community. In Brazil, the CBT has been growing in small and underdeveloped communities, the case of coastal cities in the state of Alagoas, in northeastern Brazil, which, due to its prime location and environmental attributes, have great tourist potential, currently unexploited or exploited by Mass Tourism unsustainably.

Due to lack of Design Services support, almost non-existent in the region, these communities have, autonomously generated tourism products and services to welcome visitors interested not just know the place, but to establish symbolic exchange relationships with its residents. To evaluate this phenomenon and see how the design services can help when already installed, the improvement of these services for the development of these communities and strengthening their sense of identity, travel researchers design the Federal University of Alagoas - UFAL only public education in the state of design, conducted a mapping of coastal communities and the tourism services offered by them. The result of this research is presented in this article.

To better understand the needs of these communities, this text begins with an overview of the state of Alagoas, in Brazil, to then present the definition of Community Based Tourism and their contributions to improving the quality of life of the local population. Following, is illustrated State of the Art in the creation and autonomous product offerings and Community-Based Tourism services over the experience of the city of Porto de Pedras, that with the creation of a residents' association, organized the observation tourism the Manatee Navy in its territory and is transforming the local reality. Finally, discuss the autonomy of communities in the creation of tourism products and services, the impact of these actions to the population and the roles of front design services in this mode.

Situating search: Alagoas, Brazil

The state of Alagoas is located in northeastern Brazil, hot climate region all year round and wide variety of endogenous biomes. Among the twenty-three Brazilian states is the second smallest in area of about 28,000 square kilometers and fourth nationally in population density (IBGE, 2017). Their human and social development indicators are among the worst in the country, as can be seen in Table 1, below:

ALAGOAS General data	Index of Gini ¹	IDHM ²	poor%	Population in Extreme Poverty%	Illiteracy % Over 15 years	Yield Per capita \$
2014	0.50	0,667	47.84	8.69	21.97	161.00

Table 1 - Alagoas: Human Development Date

The data presented in Table 1 are part of the National Survey of Households - PNAD 2014 conducted by the Brazilian Institute of Geography and Statistics (IBGE, 2017) and point to the great inequality in income distribution in Alagoas. The income per capita monthly of its inhabitants is the second smallest of Brazil on average \$ 161, well below the minimum wage set by the federal government, currently at \$ 285.00. The general state literacy rate is 21.6% in some cities may be equal to or greater than 50% of the population. Life expectancy for men is the smallest of the country, reaching 66.5 years, and many premature deaths caused by violence, whose rates are high, reflecting the social disparity and underdevelopment (IBGE, 2017). In terms of sustainability, Alagoas occupies the 19th place in the national environmental pillar, which considers CO2 emissions, urban services, sewage treatment and disposal of waste. When it comes to social, the state is in 26th position (among the 27 federal states), which reinforces the need for investments and actions to improve human development, social equity and the quality of life of its population (CPL, 2017).

The economic basis of Alagoas, according to the share of GDP - Gross Domestic Product - are, respectively, services 68.70%, 19.34% and 11.96% agricultural industry. The production structure is unsophisticated and mainly focused on the cultivation and processing of sugarcane, predominant agricultural activity in the region since the colonial period. There is little government incentive for industrialization. This data, adding the climatic conditions of the state, marked by constant drought, coupled with low level of education and professionalism, make unattractive place for industries. Small enterprises, creation of cooperatives and local clusters are encouraged by the Secretary of State for Planning and Economic Development - Seplande (2017). However, according to the IBGE (2015), the state does not enjoy the full capacity of coordination between the various stakeholders in order to improve the quality of life of its population. Among the existing consortium, the largest number is formed between Municipal Public Agencies and the State Government

(IBGE, 2015). The participation of the private sector and communities exist, but in significantly reduced number front of others.

In this scenario, the participation of the Service Design becomes strategic, both in the identification of local potential, and in building systems to generate income through joints between actors from various sectors necessary to promote the development and sustainability. Among the most promising initiatives are those that focus on community-based tourism experience, whose characteristics are shown in sequence.

Tourism community based: definition and implementation

The previous session presented some socioeconomic characteristics of Alagoas and, as seen, despite suffering with low human and social development, the state has great potential to significantly improve this condition opposite to the natural and cultural offerings of its territory and people. In this scenario, the development of tourism is a government priority, since it can benefit by creating services, its population of different regions. There are, however, fundamental issues to be discussed in this process, including 'how best tourism' to the state and the real socio-economic growth of the population. This session presents two forms of tourism explored in northeastern Brazil: Tourism Mass and Community-Based Tourism - CBT.

Tourism definition of Community-Based -CBT

Tour sets the "movement of people, for a time, to destinations outside of their place of residence and the activities carried out during the time spent in the visited locations" (31 ° Congres de L'aies, 1981). In diverse forms, tourism drives the world economy and has grown even before the recent crises (UNWTO, 2016). As in many countries, in Brazil its economic potential is recognized and promoted by the Ministry of Tourism, federal government agency dedicated to the development of tourism activities within the national territory (Ministry of Tourism, 2017).

Among the most profitable forms and sought after in the country, both domestic and foreign tourists, is the so-called mass tourism, which, facing the middle class, offers travel packages at affordable prices and payment terms consistent with the financial availability of the users . In this mode, the packages can include tickets, accommodation, transfers, tours and food, causing the traveler does not 'worry' about these issues and just 'make use' of services offered (GhulamRabbany, 2013). There is therefore a form of passive visitor in their relations with local communities and visited, as these are constantly mediated by service providers.

Thus, for profit and large scale, Mass Tourism paralyzes the inherent tourism potential and standardizes the experiences, hindering the great visitor of the genuine experience of the site (Zaolaou, 2008). In addition, the Mass tourism often goes beyond the limits of environmental resilience and its negative impacts have been thoroughly described and evaluated over the past decades (GhulamRabbany, 2013). In social terms, their practices rarely involve the communities visited in an equitable and participatory manner, both with respect to the generation of direct and indirect jobs, as in decisions about the enjoyment of their space and their culture.

Against the mass tourism, other modality has grown and excelled in the country: the Tourism Community-based, emerging from proactive organization community or groups into associations or cooperatives in order to control their commodities (natural, cultural, symbolic etc.), conceiving, organizing, providing and managing tourist activities in its territory (Coriolanus, 2006). In these cases, the community is the development agent and

subject itself because, knowing all the complexity, diversity and local realities (Bartholo et al., 2011) is able to make suitable offers to its characteristics, respecting their limitations.

Forms of community-visitor relations promoted by community-based tourism predict active players throughout the engagement process and are therefore based on mutual trust. While the Mass Tourism reduces the dialogue between community and visitors, minimizing the vividness of differences, artificializing them and reducing them to a folklore, the Community-Based Tourism promotes, making the actors "responsible and solidarity in their exchanges with other worlds" (Zaolaou, 2008, p.4).

The new tourist attitudes, felt and observed by academic, government and communities (Coriolanus, 2006), in a counter-movement of the masses, it has sought deeper relationships with the places visited, not only in fleeting change in habits, "but also ignored local cultural differences or rediscovery of what seems to them to be their own roots" (Zaolaou, 2008, p.6). In this sense, the key element for the establishment of The Community Base Tourism is the recognition and respect for the community of their condition and quality of 'site'. According Zaolaou (2008), website is:

"(...) the shared belief space that defines the real, at any given time, as well as the concepts and practices of its actors (...) their beliefs, their knowledge and their behavior. (...) a site is, first of all, an immaterial entity, invisible. He secretly pervades the individual, collective behavior and all manifestations of a given region materials (landscape, habitat, architecture, know-how and techniques, tools, coordination mode and economic organization, etc.). from this point of view, is a "collective heritage" living that draws its consistency of "living space" by the actors. (Zaolaou, 2008, p.7)

This 'worldview' (Zaolaou, 2008, p.7) are contained in the differences between one site and another, and between the community and visitors. It is in recognition of the differences born Identity (which is always dependent on these) (Woodward, 2000, p.40). Promoting therefore the recognition of the 'Identity Local' and its manifestations is paramount aspect of the Service Design Community Based Tourism as well as the commitment of its actors. In the next section, a Case Study in Community-Based Tourism developed in the state of Alagoas-Brazil and, as a result, the proposed application of Service Design by researchers of the Design course at the Federal University of Alagoas is presented (UFAL) .

CBT case study: Porto de Pedras, Alagoas - Brazil

As previous session data, the Tourism Community Base shows how sustainable alternative to that of Massa, especially in low-infrastructure areas such as small communities, because involves the supply and management of tourism services that respect their cultural identity and their legacy immaterial, material and environmental. This session presents a case study of Tourism Community Base developed in the states of Alagoas: Marine Manatee Project in Porto de Pedras community. The data presented were collected through Literature Review and Interview Survey in situ. Further, it discusses the impact of this project to the community and analyzes how service design can foster community building and the creation of a sense of identity in the development of community-based tourism.

Manatee Marine project - Porto de Pedras, Alagoas, Brazil

With the exception of the city of Maceió, the state capital, the coast of Alagoas, in its 230 km long, is dotted with small communities that integrate with numerous ecosystems reef and mangroves, developing different livelihoods from fishing and, more recently, through activities related to tourism (Correia & Sovierzoski, 2008). Much of this region belongs to APACC - Environmental Preservation Area of the Coral Coast, Federal Conservation Unit

for Sustainable Use established in 1997 by Federal Decree s / n° of 23/10/1997 with the aim of preserving the coral reefs, mangroves and all its biodiversity.

With more than 400 000 ha in area and about 120 km from the beach and mangroves APACC is the largest marine federal conservation unit in Brazil and is inserted between the states of Alagoas and Pernambuco. Its direct and indirect use is therefore regulated by the government through the approved Management Plan in 2013, which includes a description of the activities that can be performed on site, within the guidelines of sustainable development. Among them, this article highlights the Tourism Community Based whose actions, as described in the Management Plan, "aimed at diversifying the local economy encouraging the rescue of traditional activities consortium cultural enhancement and maintenance of biodiversity" (ICMBio, 2013) . It was within this premise that established, in the city of Porto de Pedras the Manatee Association - Tourism Community Based. However, before presenting the association, it is important to minimally meet the city of Porto de Pedras.

Situated on the northern coast of the state, Stone Harbor, beyond APACC also integrates the Atlantic Forest Biosphere Reserve -RBMA (Ministry of Tourism, 2012) and is part of the Local Productive Arrangement (APL) Coral Coast for tourism, which has the participation of public agencies, private sector, entrepreneurs and associations of the eight municipalities of its territory (Costa et al, 2012). With only 8000 inhabitants, the city is part of the statistics of low socioeconomic development of Alagoas presented above (Figure 1), having no sanitation and other infrastructure and services considered basic for the population. It has the highest illiteracy rate of APL and the lowest number of companies involved in their activities (Costa et al, 2012, p.12).



Figure 1 - Porto de Pedras Community. Author: Globe, 2014

According to the Department of Planning and Economic Development of Alagoas - Seplande (2014), 70% of the city's economy is generated by services, many of which related to tourism. Its infrastructure, which has only two hotels and few restaurants does not carry accommodate the number of visitors looking for local attractions. (Seplande, 2014). These overnight in nearby towns or in the capital Maceió, which far only 100km and owner of the nearest airport.

Against this backdrop, it operates the Manatee Association - Tourism Community Based. Its foundation took place in 2009,

"From the desire to fight for the rights of the community to enjoy nature with conscience and responsibility, discussing and proposing solutions to local problems, united to a group of motivated community guides initially by conflicts around the observation tour of ox-sea fish in natural environment "(Manatee Association, 2017).

The Manatee Marine (*Trichechus manatus*) (Figure 2), also known as Manati and around which formed a community association, is a mammal in 'critical threat of extinction' at the national level since 1989 (MMA, 2010) . Described as 'vulnerable to extinction' by the International Union for Conservation of Nature (IUCN, 2012), the species is also listed in the US as "threatened" by the US Endangered Species Act since 1973 (ICMBio, 2011).

Endemic among the coast of the US and Brazilian Northeast, Manatee Marine can weigh up to 600kg and measure 4 m long. Despite the size of this mammal is herbivorous and feeds mainly on grass and seaweed, having an important role in environmental balance location. Pulmonada of breath, need to constantly come to the surface to breathe, which,



Figure 2 - Manatee. Author: Manatee Association, 2017.

For the preservation of the species, the Chico Mendes Institute for Biodiversity Conservation, together with the Ministry of the Environment created the National Plan (PAN) Conservation of the Sirenia involving both the preservation of its natural habitat, as the management of specimens. protocols were generated for your constant monitoring and local rescue and created for receiving, processing, quarantine, rehabilitation and, where possible, their reintroduction into the wild. Stone Harbor was chosen as the basis for the latter stages: rehabilitation and reintroduction, including the period of adjustment or upgrading the Manatee rescued or born in captivity to the natural conditions, what happens since 1994 (ICMBio 2011, p.32 , 33). The estuary of the River Tatuamunha was chosen space and adapted to these activities, as can be seen in Fig.

Confined in these areas, however, the Manatee was vulnerable to hunting, fishing, the engines of the boats and the possible environmental imbalances (destruction of fauna, flora or pollution) generated by the local population and / or tourists. It became therefore imperative to sensitize the community to the protection of the species and one of the forms of education was to point the possible income generation by observing the Manatee in natural habitat. Thus began the Observation Tourism, which, as pointed out earlier, generated conflicts among its managers. These conflicts and the desire to organize around community management of equity in 2009 was the Manatee Association created, along with the "Conduct Adjustment Term (TAC) for spatial observation of manatee tourism in APA Coral Coast,

Manatee Association and Community-Based Tourism in Porto de Pedras

The Manatee Association is made up of locals, fishermen and students, all inhabitants of the municipalities of Porto de Pedras and São Miguel dos Milagres. Currently, according to its President, Mr. Antonio Santos are 53 members: 20 drivers ride to the Manatee Sanctuary, 23 paddlers, plus artisans and collaborating partners. The community organization around an association gave rise to the Tourism Community Based in Porto de Pedras, in the above manner.

The Manatee Association of working conditions were, until 2014, very precarious, without even a receptive venue for the visitors, who were captured by fishermen in access to city

roads and led directly to the performance of the drive. Despite being part of the tourist routes in the state of Alagoas, investment in this his activities were and still are ignorant or zero. United with a common goal, members purchased land near the entrance to the swamp that leads to Tatuamunha River and began the construction of a place to carry out their administrative activities and receive tourists, following the investment possibilities of the partners.

In 2014, however, the Association signed up to participate in a frame on a television program whose goal is to "show (...) examples (...) hidden in communities throughout Brazil, that even with a small income, are always thinking of turning the environment where they live and help others "(Ball, 2014). As a contractual clause, the participants undertake to contribute, through their work and / or service provided in your property for improvements in their community (Globo, 2017). Contemplated, the association had completed the construction of its headquarters, whose architectural design considered the needs and activities performed and devised by the group, creating a space for receiving visitors, outside the waiting area, administrative rooms, mini auditorium, workshop for the production of consumer products and shop for your marketing. This phase included the participation of designers who worked on the redesign of the visual identity, website, printed generation and especially in the generation of products that could be made by local people and sold to visitors as a way to generate another source of income besides tourism Note.

In 2016, the Design Stroke researchers at the Federal University of Alagoas, started a survey in the region to establish partnership for design services related to community-based tourism. The partial results are shown in sequence.

Service design - the beginning of a partnership with UFAL

As shown through the Case Study Porto de Pedras, it is found that with the process of empowerment and inner union, communities can create products and services to establish and manage their territory through CBT. The study shows that even in conditions of underdevelopment and without the participation of Service Design, these communities are able to generate and offer experiences value. That said, the question is how the Service Design can then contribute to the development of these communities and strengthen the sense of local identity, pre-established. This session presents the proposed partnership between the Manatee Association and the Design course of UFAL, whose goal is to refine existing services, propose adaptations, changes and new services in order to promote the acceleration of local development.

		Stage	goal	Method	Instrument
current context	1	Mapping of existing products and services	Identify existing products and support services to tourist activities;	Case study	site visits; interviews; image capture and sound;
		Evaluation of User Experiences	Evaluate the experiences of users in every step of the offered services	Case study	Interviews, questionnaires, analysis of online reviews on specialized sites, Blueprint mental models;
Opportunities Identification	2	Mapping the human resources of Porto de Pedras Community	Identify people and skills; Identify the needs and desires of the community;	Case study	Semi structured interview; mental models;
	3	Mapping of environmental resources for the practice of tourist	Knowing the environmental laws governing exploitation of local tourism; Identify new exploration opportunities for tourist activities	Case study	Literature review; Ecosystem maps

		activities	Establish operating limits for environmental sustainability;		
	4	Mapping User Expectations	Identify user expectations Check the alignment of supply and expectations Identify voltage points Eliminate points of tansão	Case study	Map of Experience; Alignment diagrams;
	5		identify strategies	Case study	
	6	Mapping of offers from neighboring communities	Identify products and services offered by neighboring communities; Identify opportunities for cross-integration;	Case study	spatial map
Service Design	7	Service co-design	Present the results of mapping the community; Align internal and external values; Generating improvements to existing services; Offer new services; Generate new services; Strengthen local identity;	Case study	mental models Working maps Service Design;
	8	Services Deployment	Offer the services to the community and visitors	Case study	
redesign	9	Check to investigate the effectiveness of services	Identify voltage points Identify possible improvements	Case study	Returning to steps 1, 2, 3, 4, 5, 6
	10	Co-redesign services	Propose improvements to the generated services	Case study	Return to step 7

Table 3 - Design service for community based tourism

As shown in Table 3, are placed 10 development stages that have four distinct phases: lifting the current context with the mapping and analysis services and experience generated; mapping opportunities, with the main objective of deeply knowing the site and align expectations; service design, which appears in the refinement of existing services and proposing new services and relationships, and finally, after implementation, monitoring of the results for possible redesign. The tools suggested for each step are shown in the literature by Kalbach (2017), Stickdorn and Schneider (2014), Meroni and Sangiorgi (2011).

Until this moment, the steps were performed 1 and 3 and is in progress Step 2 - Evaluation of the experiences of users of existing services. For this article, we present only part of the development of phase 1, which consisted of a preliminary survey of existing products and support services to tourist activities in Porto de Pedras region. The remaining steps are executed and completed in sequence. The results of this case study will be used as guidance for the design services for the Community-Based Tourism in several other coastal cities of Alagoas.

Preliminary results of field data

The first step began with raising theoretical data for an overview of Porto de Pedras and Manatee Association. A summary of the results was presented in the previous section. In result, there was a collection of field data through three site visits, which allowed the researchers to know the existing facilities, as well as experience the experience of the services offered. As a result, it was possible to establish the dynamics of the service and map interfaces between actors. That said, there is the manatee's watching tourism in Porto de Pedras consists of the following steps:

Stage	Responsible
	autonomous tourist Lodging Facilities

1	Tourist capture	restaurants Tourism agencies Tour packages - Tour vans Maceio
2	Tourist Reception	Association Manatee
3	Lecture on Manatee and local biome behavior guidance during the ride	Association Manatee
4	Walk by track suspended over Mangue	Association Manatee
5	Embark on raft and navigation	Association Manatee
6	Stop watching	Association Manatee
7	Return and landing raft	Association Manatee
8	Return - Walk for suspended track on the Mangue	Association Manatee
9	Check the Manatee Association - product offering	Association Manatee

Table 2 - Observation tour activities at Porto de Pedras community

As Table 2, the capture of tourists can be given by different routes. According to the president of the Manatee Association, Mr. Antonio Santos, this funding is always made indirectly, ie, the tourist goes to the Association. On the Internet to offer the tour can be found on the Association's website at tourism sites and social networks. When the offer is made by agency or tour guides, lodging and feeding means, they receive \$ 1.50 per tourist captured. This relationship is depicted in Figure 3. The tour costs \$ 14.50 per person and lasts for 90 minutes. Visits to occur between 10 AM and 5 PM. To be allowed to enter only 60 person per day in the Sanctuary, the previous schedule especially in high season is required.

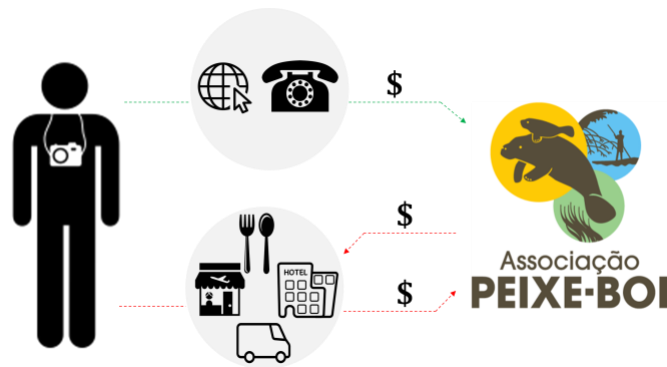


Figure 3 - Beginning of the Consumer Experience and Capture the Tourist. Author, 2017.

Upon reaching the Association, tourists are welcomed, and the first contact with one of the members, responsible for scheduling and payments. After confirming the time, visitors are directed to a lecture on the Manatee and its Sanctuary, in which they learn about the fauna and local flora, on the preservation of the manatee project and the rules for observation tourism. Under no circumstances can touch the animal, or feed it, even if it interacts with the vessel (some have a habit of putting his paws on the raft). The tourists are prepared for the possibility of non-ox sighting of fish, as they are free at their habitat, or may not be made to see during the ride. Once the lecture, there is beginning to visit with walking through a trail through the mangroves of the region (Figure 4) leading to the bank of the River Tatuamunha. Accompanied by an associated guide, tourists will have a class on the biome of the mangroves, stopping to observe the fauna and flora. The walk culminates with the arrival of the vessel, human-powered, to the confinement of animals in local adaptation, however, all the way one can see manatees. The descent of the river is made on rower company and guide, both often trained and qualified for the functions. The summit takes to reach the surrounded containing mothers and cubs, before which the vessel remains for consideration and final classes. to the containment of animals in local adaptation, however, all the way one can see manatees. The descent of the river is made on rower company and guide, both often trained and qualified for the functions. The summit takes to reach the surrounded containing mothers and cubs, before which the vessel remains for consideration and final classes. to the containment of animals in local adaptation, however, all the way one can see manatees. The

descent of the river is made on rower company and guide, both often trained and qualified for the functions. The summit takes to reach the surrounded containing mothers and cubs, before which the vessel remains for consideration and final classes.

	reception	explanation	mangrove	jangada	river tour	manatee	return	return	souvenir
frontstage	tourist arrives the association	confirmation of schedule and presentation about the environment, manatee and rules for visit	visit the mangrove biome, with stops for observation and lessons in loco;	embarkation on the raft, reinforcement of behavior instructions during the tour;	tour of the Tatuamunha River, observation tourism	Manatee observation tourism in natural environment	return: tour of the Tatuamunha River, observation tourism	return through the mangrove	return to the headquarters of APB, purchase of souvenirs, completion of evaluation of the visit;
backstage	dissemination, information management, partnership management, preparation and maintenance of the physical structure;	management of the visitation schedule, prenotation, preparation of lecturers, guides and materials.	biome conservation: CMBio + APB + community; Preparation and maintenance of the route; training of guides;	treatment of manatees; construction and maintenance of the reserve; raft construction and maintenance, tour guides	treatment of manatees; construction and maintenance of the reserve; raft construction and maintenance, tour guides	treatment of manatees; construction and maintenance of the reserve; raft construction and maintenance, tour guides	maintenance of the reserve; raft construction and maintenance, tour guides training;	biome conservation: CMBio + APB + community; Preparation and maintenance of the route; training of guides;	post-visit reception; preparation of evaluation, preparation of souvenirs, replacement of souvenirs, receipt of evaluations;

Figure 4 - Core of Manatee Tour Experience - BluePrint. Author, 2017.

The return is through the same path to the Association. Back at headquarters, tourists are invited to acquire images made during the tour, as well as souvenirs (Figure 5) for sale in the small shop of the project and made by community artisans. Among the products beyond regional, are those proposed by the TV show's designers already mentioned, including: handmade soaps, environment Flavors, scented waters for sheets, keychains, calendars, stuffed animals, shirts, caps, slippers, crockery, pens, calendars. All inputs and machinery for the manufacture of this product and community training, were donated by the partners of the television program.



Figure 5 - Manatee Association Souvenirs. <https://www.facebook.com/associacaopeixeboi/>

Although the original design Globo provided for the manufacture of products in the headquarters of the workshop, after training, many local residents took these services, some of which have opened their own home stores to meet the visitors, always using the manatee identity as the base. Therefore, it is in the services and products around the community-based tourism develops much of the local economy and made real community identity. Stone Harbor is currently the city's Manatee Marino.

Discussion

In this article, it was noted that the benefits of the Community-Based Tourism and the formation of the Manatee Association for the city of Porto de Pedras and its inhabitants, even if still modest, are palpable. Today the association is supported by government partners, private and NGOs, responsible for the income of many families. In addition to activities related to watching tourism, the association participates in the Green City Project, which promotes the cleanliness of the beaches of Porto de Pedras and São Miguel dos Milagres through task forces formed by fishermen and entrepreneurs. It also carries out social and educational activities with the population and debates between the civil community and government agencies to improve the quality of life on site. Through its members, the association is involved in participatory management processes, This union of the population in search of improvements to the site is facilitated by the notion of belonging to this community and this identity. As Association, the population can participate in social projects selections to capture the public initiative incentives and private, national and international initiative that benefit directly or indirectly the whole population. Aware of your needs if empowers the search for solutions to their problems, dreams and realize and do not appear more like just statistics waiting for public policy solutions. Based on the data presented, is that the identification of an opportunity for a community and exercise their autonomy as site contribute effectively to it to take possession of the tourist routes in its territory and, even without the aid of design, conceive and oferte quality products and services to visitors from around the world. The conclusion is that communities, although poor, with the aid organizations that promote the recognition of their identity have the ability to establish relationships with internal and external stakeholders, creating networks in the form of participatory economy, which generate profits for everyone involved and community development.

Conclusion

This article showed that in low or no industrialization places like the coastal towns of the state of Alagoas - Brazil, the supply of Community-Based Tourism services may represent a viable alternative work and desirable. It has also shown that these communities are able to autonomously generate quality products and services that minimally meet the expectations of users. In this scenario, it is concluded that participation of the Service Design, although not employed at first, can help to refine existing offerings and identify new opportunities. Through the use of tools such as diagrams, maps and blueprints, you can see the community the negative and positive points of offers and promote alignment between your desires and possibilities with the desires and mental images of users,

It follows also that communities are strengthened with the creation of associations, groups and clusters and that this movement can be of great use to as Service Design can facilitate dialogue with the community and the understanding of their identity factor fundamental for the effective co-design of services. In addition, it was shown that the approach of the design of educational institutions is desired by these communities, eager to aid their development and improvement of quality of life.

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