

**COMMUNITY-BASED TOURISM PRACTICES IN THE COMMUNITIES OF
CÓRREGO DO SAL AND BARRINHA, IN ICAPUÍ**

**PRÁTICAS DE TURISMO COMUNITÁRIO NAS COMUNIDADES DE CÓRREGO
DO SAL E DE BARRINHA, EM ICAPUÍ**

**PRÁCTICAS DE TURISMO COMUNITARIO EN LAS COMUNIDADES DE
CÓRREGO DO SAL Y BARRINHA, EN ICAPUÍ**



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ABSTRACT

The present study aims to examine community-based tourism in the communities of Córrego do Sal and Barrinha, located in the municipality of Icapuí, with the objective of analyzing how community-based tourism is developed in these areas. Tourism encompasses various typologies, and community-based tourism is one of them. It is characterized by being developed by residents of a given region, with the objective of organizing and controlling local productivity and generating income through tourism. In this context, the article focuses on community-based tourism practices in Córrego do Sal and Barrinha, investigating experiences and local dynamics supported by partnerships such as Fundação Brasil Cidadão, Fundação AVINA, Fundação O Boticário, and Banco Santander. The methodology applied consisted of a bibliographic review, based on authors such as Coriolano, Borges, Maldonado, Mollison, Sancho, and Soares, and field research using a semi-structured questionnaire administered to the local community. Córrego do Sal and Barrinha were selected as case studies due to their tourism potential oriented toward community-based tourism. The research demonstrated that, through the practice of community-based tourism and the encouragement of local participation as both actors and entrepreneurs, the region developed initiatives such as the Mulheres Alimentando Vidas group and the Mulheres de Corpo e Alga group, which contribute to the growth of

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community-based tourism by generating employment and income for the local population, while also attracting tourists interested in experiencing this type of tourism that promotes the destination while preserving it. Understanding the community-based practices implemented in these communities is relevant for identifying successful models that can be adapted and promoted in other locations as a means of fostering local economic and social development, making residents the driving force behind these initiatives.

Keywords: Tourism. Community-Based Tourism. Coastal Communities.

RESUMO

O presente trabalho busca o estudo do turismo comunitário nas comunidades de Córrego do Sal e de Barrinha, pertencentes ao município de Icapuí, tendo como objetivo estudar como se dá o turismo comunitário nestas comunidades. O turismo apresenta diversas tipologias e o turismo comunitário é uma delas. O turismo comunitário é aquele em que é desenvolvido por moradores de uma determinada região, onde se tem como objetivo a organização e o controle da produtividade local e a geração de renda através do turismo. Neste sentido, o artigo volta-se as práticas de turismo comunitário em Córrego do Sal e Barrinha, investigando-se experiências e vivências a partir do turismo local e apoio de parcerias como a Fundação Brasil Cidadão, Fundação AVINA, Fundação O Boticário e Banco Santander. A metodologia aplicada no trabalho foi pesquisa bibliográfica, através de autores como Coriolano, Borges, Maldonado, Mollison, Sancho e Soares ; e pesquisa de campo, através de um questionário semiestruturado, aplicado com a comunidade local. Córrego do Sal e Barrinha foram escolhidos como objeto de estudo por terem o potencial turístico voltado ao turismo comunitário. A pesquisa demonstrou que através da prática do turismo comunitário e incentivo da participação local como atores e empreendedores, a região desenvolveu projetos como o grupo Mulheres Alimentando Vidas e o grupo Mulheres de Corpo e Alga que influenciam no crescimento do turismo comunitário, através da geração de emprego e renda para comunidade local, além de promover atração de turistas interessados em vivenciar este tipo de turismo que promove o destino, porém que também o preserva. Conhecer as práticas comunitárias aplicadas na comunidade faz-se relevante para buscar modelos de práticas exitosas que podem ser adaptadas e impulsionadas em outras localidades, como forma de desenvolver o desenvolvimento econômico e social local, tornando os moradores os propulsores das ações.

Palavras-chave: Turismo. Turismo Comunitário. Comunidades Litorâneas.

RESUMEN

El presente trabajo tiene como objetivo estudiar el turismo comunitario en las comunidades de Córrego do Sal y Barrinha, pertenecientes al municipio de Icapuí, con el fin de analizar cómo se desarrolla el turismo comunitario en estas localidades. El turismo presenta diversas tipologías, siendo el turismo comunitario una de ellas. Este se caracteriza por ser desarrollado por los habitantes de una determinada región, con el objetivo de organizar y controlar la productividad local y generar ingresos a través del turismo. En este sentido, el artículo se centra en las prácticas de turismo comunitario en Córrego do Sal y Barrinha, investigando experiencias y dinámicas locales con el apoyo de alianzas como Fundação Brasil Cidadão, Fundação AVINA, Fundação O Boticário y Banco Santander. La metodología aplicada consistió en una revisión bibliográfica, basada en autores como Coriolano, Borges, Maldonado, Mollison, Sancho y Soares, y una investigación de campo mediante un cuestionario semiestruturado aplicado a la comunidad local. Córrego do Sal y Barrinha fueron seleccionados como objeto de estudio debido a su potencial turístico orientado al turismo comunitario. La investigación demostró que, a través de la práctica del turismo comunitario y el fomento de la participación local como actores y emprendedores, la región desarrolló iniciativas como el grupo Mujeres

Alimentando Vidas y el grupo Mujeres de Cuerpo y Alga, que contribuyen al crecimiento del turismo comunitario mediante la generación de empleo e ingresos para la comunidad local, además de atraer turistas interesados en vivir este tipo de turismo que promueve el destino, pero también lo preserva. Conocer las prácticas comunitarias aplicadas en estas comunidades resulta relevante para identificar modelos exitosos que puedan ser adaptados y promovidos en otras localidades como una forma de impulsar el desarrollo económico y social local, convirtiendo a los habitantes en los principales impulsores de estas acciones.

Palabras clave: Turismo. Turismo Comunitario. Comunidades Costeras.

1 INTRODUCTION

The object of this article is the communities of Córrego do Sal and Barrinha, located in the municipality of Icapuí, in which we were able to observe how community tourism takes place and experiences resulting from projects, such as the Women Feeding Lives group and the Women of Body and Seaweed group. The communities studied have natural resources and tourist attractions, in which they influence to be recipients of local tourism.

Tourism comprises the activities carried out during free time in the form of leisure, outside its routine. These activities are for the purpose of leisure, work, adventure, among others. Tourism has several typologies and among them we find community tourism, a typology in which it aims at the organization and control of local productivity generated from tourism in a given community, becoming a more egalitarian form of income.

In this sense, community tourism has grown with the objective of strengthening and enhancing tourism experiences in communities, promoting experiences between tourists and communities. Fostering the union and articulation of communities, where residents are involved and motivated to participate in activities, ensuring a form of income generation.

On the coast of Ceará, some communities practice community tourism, such as Córrego do Sal and Barrinha, which are located in the municipality of Icapuí. In which they have natural resources and attractions that influence the quality of local life. Through articulation and union, the communities began to organize themselves and control the local productive activity, based on community tourism.

Córrego do Sal is located near the border of Ceará with Rio Grande do Norte and is known for being a region with an extensive area of salt pans in which it gave rise to its name of Córrego do Sal. In addition to having lush landscapes and enjoying natural resources such as fauna and flora, the community is also linked to agriculture and fishing.

The community of Barrinha is located on Barrinha beach, 5.3 km from the center of Icapuí. The community benefits from Barrinha beach because it has a vast algae bank, with algae cultivation and fishing as a source of income. Through its attractions, the community has become a tourist receiving center, generating employment and increasing local income.

The study focuses on the practices of community tourism carried out in the communities of Córrego do Sal and Barrinha, with the objective of studying how community tourism takes place in these communities. Investigating experiences such as the creation of groups and projects and experiences of communities from local tourism. Also investigating the results of partnerships and foundations that support communities.

In the development of this work we used bibliographic research, making queries on institutional websites regarding the subject addressed, also reading books such as Coriolano, Borges, Maldonado, Mollison, Sancho and Soares. To carry out the study, the methodology used was the qualitative approach where a field research was carried out for three days, in which interviews were made with some residents of the communities, and it was also possible to get to know the communities and the projects developed.

The research analyzes the relationship of communities with community tourism, the exchange of experiences and experiences from the insertion of local tourism. The study shows that some coastal communities began to know and work with tourism in a way that it benefits them, that is, they began to organize and articulate themselves practicing community tourism. The communities of Córrego do Sal and Barrinha resulted in the union and development of projects with the support of the Brazil Citizen Foundation, AVINA Foundation, O Boticário Foundation and Banco Santander.

2 TOURISM

Tourism is a social, economic and cultural activity that involves the displacement of people to certain places, for the purpose of leisure, work, among others. For this displacement to occur, it is necessary for people to have free time.

Tourism has several definitions, one of the most referenced is that of the World Tourism Organization – UNWTO, for Sancho apud UNWTO (2001, p. 38) "tourism comprises the activities that people carry out during their trips and stays in places other than their usual surroundings, for a consecutive period of less than one year, for leisure, business or other purposes".

The UNWTO also mentions that "any displacement outside the place of residence for a period of more than 24 hours and less than 60 days, motivated by non-economic reasons, can be understood as tourism".

This is a broad definition, in which it concretizes the most important characteristics of tourism. Which are: The motivating elements of travel, the period of time and stay, location of the tourist activity as an activity carried out, that is, outside its routine.

Tourism is segmented into several typologies, the most practiced are: Business tourism, adventure tourism, ecotourism, cultural tourism, sports tourism,

community tourism, among others. Each typology meets a different public profile, aiming to satisfy according to their interest and travel motivation.

In this way, the tourist activity moves the local market activity, causing the communities to organize themselves and be part of this tourist movement. And so the communities start to seek the strengthening of the organization as a community base, as economic activities and the growth of community tourism.

2.1 COMMUNITY TOURISM

Community tourism is developed by residents of a given place, where the objective is the organization and control of local productivity and the generation of income through tourism. According to Coriolano (2009, p.282), "Community tourism is that in which communities in an associative way organize local productive arrangements, having effective control of the land and economic activities associated with the exploitation of tourism".

Local productive arrangements are considered territorial agglomerations of economic, political, and social agents. In which it focuses on a specific set of economic activities. Concentrating on micro and small family-based subsistence enterprises producing tertiary activities for the tourism production chain.

Tourism involves a diversity of producers, such as local residents and the public administration, which ends up generating a variety of expectations in relation to its development. With the ability to articulate between them and their interests, it contributes positively to the planning of more responsible tourism in the localities.

For Maldonado (2009, p.31), community tourism:

It is understood as any form of business organization based on the ownership and sustainable self-management of community heritage resources, in accordance with the practices of cooperation and equity in labor and in the distribution of benefits generated by the provision of tourist services. The distinctive characteristic of community tourism is its human and cultural dimension, that is, anthropological, with objective of encouraging dialogue between equals and quality interim meetings with our visitors, in the perspective of knowing and learning from their respective ways of life.

Community tourism promotes the exchange of experiences between communities and tourists, which aims to ensure that the community develops the activity as a way to supplement the income of families. And so tourism can bring benefits and contribute to the consolidation of the local economic base.

This type of tourism stands out for its community organization and income generation, through local tourist attractions, creating a connection and articulation of the communities involved. Residents are involved and actively participate in discussions and activities, ensuring

a more equal distribution of income. And so it can be approached as one that is thought, developed and executed by the communities.

3 METHODOLOGY

The research aims to study the practice of community tourism in the communities of Córrego do Sal and Barrinha. For this it was necessary to research tourism, its typologies and community tourism, which was done through institutional websites, dissertation and books by Coriolano, Maldonado, Borges, Mollison, Sancho and Soares, relevant to the subject addressed. In this way, we used the bibliographic research that, According to Gil (2002), the bibliographic research is developed based on material, already prepared, consisting mainly of books and scientific articles.

To carry out the research on the communities, it was necessary to carry out a field research, where it was possible to go to the communities and conduct interviews with some residents and members of the community projects. We stayed three days in the communities and during the stay we met and interviewed the Women Feeding Lives group and the Women of Body and Seaweed group. In this way, it was possible to learn a little about the work and experiences of these residents in relation to community tourism.

The method of approach used was qualitative, which, according to Richardson (2007), can be characterized as the attempt to have a detailed understanding of the meanings and situational characteristics presented by the interviewees, instead of the production of quantitative measures of characteristics or behaviors. Qualitative research was used to understand and interpret the opinion of the residents, interview them and observe the communities.

4 COMMUNITY TOURISM IN ICAPUÍ

Community tourism is growing more and more on the coast of Ceará, turning coastal communities into tourist receiving centers. Some communities constitute different forms of tourist services, others already have their own way of life.

The tourism developed by the coastal communities of Ceará has been called community tourism because it requires the involvement of all, considers individual and collective rights and duties, and elaborates a participatory planning process, from decision-making to the execution of tourist activities. It is carried out on a human scale. It develops participatory management (...), in addition to taking into account the local culture, the appreciation of cultural heritage, and the desires and needs of the people in the communities. Community tourism is that developed

by the residents of a place who become the articulators and builders of the production chain, where income and profit remain in the community and contribute to improving the quality of life (...) (CORIOLANO, 2003, p. 41).

One of the first community tourism experiences developed in Ceará was in 1998, in the community of Prainha do Canto Verde, in Beberibe with the formation of the Tourism and Handicraft Cooperative of Prainha do Canto Verde (COOPECANTUR). From the tourism model carried out in the community, new tourism experiences were created in the coastal area of Ceará, making other communities experience with small groups to receive visitors.

Among these coastal communities is Icapuí, one of the municipalities in Ceará that practices community tourism. The municipality is located in the extreme east of the coast of Ceará, approximately 200 km from Fortaleza. With a tropical and semi-arid climate and average annual temperatures ranging from 26° to 28° C, the region of Icapuí receives tourists all year round.

The municipality of Icapuí currently has an estimated 19,418 inhabitants according to IBGE (2015). Having a territorial occupation linked to livestock and fishing activity, it stands out for its landscapes, vegetation cover and its diversity from tableland forests, mangroves, dunes, beaches and carnaubais. And through these natural resources, local tourism developed and with the articulation and mobilization of communities, community tourism began.

The municipality of Icapuí has communities such as Ponta Grossa, Tremembé, Redonda, Requenguela, Barrinha and Córrego do Sal, which practice community tourism. Ponta Grossa is one of the communities that is part of the Tucum Network, along with Requenguela and Barrinha, which benefited from the biological sanitary sewage and rainwater harvesting project, with the support of the Petrobras Environmental Program, carried out by the Brazil Citizen Foundation-FBC, which was of great importance for the communities.

And through these programs and the mobilization of communities, Barrinha and Córrego do Sal started to work on community tourism, as a way of generating income and developing local tourism.

4.1 COMMUNITY OF CÓRREGO DO SAL

The community of Córrego do Sal is located approximately 20 km from the center of Icapuí and close to the border of Ceará with Rio Grande do Norte. The origin of the name of the community is due to the fact that the region has a large area of salt pans and a stream where water passes to the present day. Hence the name "Córrego do Sal". According to the Brazil Citizen Foundation (2008), the community has 16 families and approximately 64 inhabitants.

From 1997, the Community Association of Residents was created, which collaborated for the improvement of basic services, the implementation of electricity, construction of the church, school transportation, community water well and garbage collection. Through the interrelationship and local motivation, focusing on the principles of organization, shared management and sustainability, community tourism was developed.

The Women Feeding Lives group was created by the entrepreneurial initiative of the community of Córrego do Sal, having emerged from the understanding and sensitization of the women of the community, who work through the Community Kitchen, which serves tourists and local residents and is located under a cashew tree, being known as an open kitchen according to Francineide (member of the group and resident, 2015), the food is prepared in clay pots and on the wood stove.

The women of the group grow vegetables and vegetables in an organic and sustainable way for local consumption and commerce, giving rise to the community garden. The organic ingredients that come from the community garden are used in the preparation of the food made by the group in order to enhance its flavors. The group also had the support of Banco Santander's Partnerships in Action Program.

Fishing is also one of the practices carried out by the community as a source of economy and local consumption, especially lobster. Lobster fishing began in 1957 in the municipality of Icapuí, generating income for the municipality through export and commercialization.

The place draws attention for its natural beauty, its hospitality and tranquility and also for its diversified gastronomy, with typical dishes of the region such as shellfish stews, shrimp bobó and galinhada. In addition, the community sells vegetables from the community garden and honey from the native Jandaíra stingless bee.

In this way, community tourism begins to expand in Córrego do Sal, through the natural resources of the region, the cultivation of food and fishing. The community begins to offer and enjoy its tourist attractions, strengthening the community organization, generating income and moving local economic activity.

4.2 COMMUNITY OF BARRINHA

Barrinha is one of the communities in Icapuí that practices community tourism. Located 5.3 km from the center of Icapuí, the community is located on Barrinha beach, municipality of Icapuí. Community which is formed by residents who survive from fishing and alginoculture (algae cultivation).

The community is located on Barrinha beach, which has natural resources such as the cultivation of seaweed and the fishing of fish and seafood, which are used for consumption and trade. Barrinha beach has a vast bank of seaweed of the species *Gracilaria* sp, which is of great importance for commercialization because it is used both in cosmetics and for food.

Alginoculture is an activity that generates economic, social and environmental benefits for the community. With alginoculture, the community started to sell seaweed and generate income. Socially, seaweed cultivation contributed to the improvement of family income, with the growth and strengthening of communities through the interaction and union of all.

The algae are cultivated in a sustainable way, where they are planted on ropes in the sea and after fifteen days maintenance is carried out, removing mollusks that end up preventing their growth, after ninety days the harvest is done and the drying process begins. In this way, the community started to use this method in a sustainable way, which benefits both it for being a source of income, and the fauna for the way of cultivation and maintenance of algae, contributing to local development and consequently, the community, because through this cultivation it was possible to recover local biodiversity, avoid predatory collection and the possible extinction of algae, ensuring the activity carried out.

From alginoculture, the "Women of Body and Seaweed" project was created, formed by women from the community, who participate in the cultivation of algae and the extraction process of Agar-agar (hydrocolloid from red algae) which is used in the manufacture of cosmetics such as shampoo, soap and some types of food such as mousses, pancakes and jellies, Agar-agar is also sold in the form of powdered flour.

Figure 1

Algae cultivation on Barrinha beach Source: Brazil Citizen Foundation, 2012



The project was supported by the Brazil Citizen Foundation, which helped in the construction of the laboratory kitchen, where they prepare and produce their products, taught them how to manufacture cosmetics and food with higher quality and recyclable packaging. The group also had the support of the O Boticário Foundation and the AVINA Foundation, which invested in training, awareness about sustainable exploration and cultivation, notions in permaculture and bioconstruction, also providing equipment.

Permaculture is a system that promotes the integration of animals and plants with human beings. According to Molisson, permaculture is: "Consciously designed landscapes that reproduce patterns and relationships found in nature and that, at the same time, produce food, fiber and energy in abundance and sufficient to provide for local needs."

Bioconstruction is an important element for permaculture, as it seeks integration between buildings and their environment. It seeks to plan and execute using available resources with less impact and ecologically, and can also be called self-construction techniques.

The concept of bioconstruction for Soares (1998):

It encompasses several techniques of world vernacular architecture, some of them with hundreds of years of history and experience, characterized by the preference for local materials, such as earth, reducing expenses with manufacturing and transportation and building low-cost housing that offers excellent thermal comfort.

In this way, the group of women who are part of the project began to be trained and instructed to develop the project in a sustainable way and with quality products, also taking advantage of the algae extract that is discarded during the manufacturing process of the products, for the manufacture of biofertilizers (algae-based fertilizers) and biodiesel.

5 FINAL CONSIDERATIONS

The purpose of this work was to present how community tourism is developed in Córrego do Sal and Barrinha, which are communities in the municipality of Icapuí. During the work we approached tourism and community tourism to understand a little about the subject and then understand community tourism in Icapuí. Based on community tourism we realized that the communities began to organize themselves and learn new ways of working with community tourism, such as working tourism in a sustainable way, improving the working methods used by the residents conserving the local biodiversity.

In this sense, the community of Córrego do Sal presented improvements through the collaboration of the Community Association of Residents, such as the implementation of electricity and basic infrastructure services, making tourism in the region and economic growth

possible. The group of women in the community presented improvements and motivation from the support and encouragement of the community and the Brazil Citizen Foundation.

The community of Barrinha has natural resources that favor the practice of community tourism. We observed that the community lives from fishing and alginoculture, practiced in a sustainable way to maintain biodiversity and guarantee local income. The "Women of Body and Seaweed" project showed the determination of women in alginoculture, valuing the resources that the community offers and moving local activity.

The communities presented were chosen because they have a tourist potential focused on community tourism, aiming at the growth and recognition of the communities. They are coastal communities that enjoy the natural attractions and preserve the ecosystem, ensuring an improvement in the quality of life. The sustainable way of working brought a great result to the community of Barrinha, as the sustainable cultivation of algae meant that the algae bank did not reach a possible extinction.

In short, community tourism has allowed communities to show their identity without losing their origins and culture. In addition to favoring the growth of local tourist activity, in which it has aroused the interest of partnerships and foundations

encouraging the creation of projects and work in a sustainable way. Therefore, community tourism has promoted a differentiated tourist activity, in which both communities and tourists can enjoy the resources offered.

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