103 - ASPECTS AND IMPACTS OF TOURISM OF ADVENTURE – RAFTING

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INTRODUCTION

Tourism activities practiced in nature are studied for their impacts. This paper seeks to identify aspects and impacts of adventure tourism in particular, the activity of rafting. Tourism in nature require special care by the fragility of the natural environment, and as rafting is practicing essentially in this environment, is important to know the causes of impacts to decision making, to avoid them.

ADVENTURE TOURISM

Adventure tourism emerges in Brazil in the 1990s, but "we cannot give him a date and time accurate birth. The activity was sprouting in different ways, in different places who did not communicate "(ABETA, 2008, p. 38). Initially appears closely linked to nature tourism and ecotourism.The relationship between nature and adventure has made the concepts, yet little understood, were used interchangeably: "Ecotourism is considered a milder form of tourism […] and addventure […] excludes most tourists who fear for physical limitations of age or psychological" (ABETA, 2008). The term ecotourism ends up being used generically for any activity in the nature, but, not everything that is done in a natural environment is ecotourism activity" (RODRIGUES, 2009, p.152).

To Roberto Boullon (2003) adventure tourism is characterized by interaction with nature, however, not as a spectator but as an active, through the use of 4X4 vehicles, canoes, horses or on foot, on trails where some effort is required but without present major technical difficulties, which would increase the demand and certainly decrease the number of practitioners. Brasil (2005) corroborates with this thought by stating that the Adventure Tourism came from individual characteristics and particular experiences experienced by some people, each in their own context. Giaretta (2003) goes beyound: ""Adventure tourism is one practiced by travelers in search of the unusual script, uncertain fate and time, amount of adrenaline, danger with controlled" (GIARETTA, 2003, p. 58). The experience, participation and sense of danger, even controlled, characteristics are sought by practitioners of ecotourism, seeking a less passive way of practicing tourism. "It is felt that the motivation and / or adrenaline generated by tourism is predictable and controllable risk to which participants are exposed" (OLIVEIRA, 2009, p.169). Part of the activities carried derive from competitive sports that contains, but, are tailored to provide the safe participation of tourists without requiring them to previous experience.

The constituent activities of Adventure Tourism are divided between those at the earth, sky and water. Some carried on the land are: tree climbing, bungee jumping, cachoeirismo, canyoneering, hiking, horseback riding, cycling, speleotourism, climbing, mountaineering, zipline. Activities in water are: float cross, canoeing, duck, floating / snorkeling, kite surfing, scuba diving tour, rafting, windsurfing. And finally in the air activities: ballooning, parachuting, free flight (gliding or paragliding) (BRASIL, 2010, p.19 e 20).

Most activities in nature appear to be environmentally friendly but adventure tourism, for use up spaces in natural environments can have negative impacts on the environment: In natural areas is common to find obvious signs of impact on the environment caused by people (BARROS; DINES, 2000 apud BAHIA, 2008).

This work aims at identifying aspects and impacts of adventure tourism activities. Due to the variety of activities of adventure tourism, the study will consider only the rafting activity. Bahia (2008) states that the activities of adventure tourism like rafting and tubing may present "Points to significant erosion in various parts of the river [and] in the passages without riparian vegetation" (MAGRO et al., 2002, apud BAHIA, 2008).

There is an image of innocence when it comes to adventure tourism activities. Participants also carry an image of concerned tourists on the environment, however, the impacts resulting from these activities can be quite deep, especially when "Follows the logic of capitalism, profit as a priority, resulting in the commission of an alienated leisure and without real meaning of living of questioning values" (BAHIA, 2008).

RAFTING

According to ABNT rafting is "descent rivers with rapids in inflatable boats" (ABETA, 2014).

The first reports of descents rapids, with hard boats, come from 1869, at Colorado River, in the USA. With commercial purpose, first descent was only performed in 1909 by Julio's Stone's Grand Canyon, but the boats were stiff, wooden. In 1936 there were the first inflatable boats. During the 60s and 70s the sport goes through a period of stagnation, when in the 80s, in the US appears new technologies that facilitate and popularize the sport. In Brazil, the rafting arises in 1980, when the operates TY-Y Expedições started to offer tours, initially in the Paraiba do Sul River and then the Paraibuna River in Três Rios, in Rio de Janeiro. In the mid-1990s rafting has popularized in Brazil and the diversity of rivers and rapids found in the country was a differential within the Adventure Tourism (ABETA, 2008).

REGULATION

Adventure tourism is regulated by the General Law of Tourism – Lei nº 11.771/08 (BRASIL, 2008). In Decree 7381 of December 2, 2010, in Article 34, talks specifically about travel agencies that work with adventure tourism. In this article, the law talks about the willingness of drivers, safety management system, offering optional insurance, information on security conditions, the risks of the activity and use of safety equipment. (BRAZIL, 2010).

It is observed that the law does not mention the possible environmental impacts of the activity. The General Tourism Law specifies in its Article 5 which talks about the National Tourism Policy, in sections VIII and IX:

> VIII - encourage the practice of sustainable tourism in natural areas, promoting the activity as a vehicle for environmental education and interpretation and encouraging the adoption of behaviors and minimal impact practices compatible with conservation of the natural environment;
> IX - to preserve the cultural identity of communities and traditional people affected by tourism; (ABETA, 2008).

While on the subject of environmental impacts, the CONAMA Resolution No. 001, of January 23, 1986 that resolves

environmental impact is:

> Article 1 - For the purposes of this Resolution, the environmental impact is any change in physical, chemical and biological properties of the environment, caused by any form of matter or energy resulting from human activities that directly or indirectly affect:
> I - Health, safety and welfare of the population;
> II - the social and economic activities;
> III - the biota;
> IV - the aesthetic and sanitary conditions of the environment;
> V - the quality of environmental resources (BRASIL, 1986).

According Valle (2012) "The quest for Environmental Certification - movement initiated by the industries - now reaches all sectors of the economy and already includes, in increasing numbers, commercial and service organizations, educational institutions and even tourist enterprises"

Certifications are not required, however, endeavor to ensure a differential:

> Environmental certification of an organization is based on compliance with the ISO14001 standard, although it does not require that the organization has achieved the best possible environmental performance, nor is using best available technologies. The concept of continuous improvement, included in this standard is aimed precisely to encourage the improvement of the Environmental Management System, then ensure that it has been fully deployed (VALLE, 2012, p. 144).

Technical standards related to Adventure Tourism and more specifically to rafting, are unrelated to issues of sustainability and reducing environmental impacts, does not mean that the activity can do nothing to diminish their impact. Certifications are a good way so that you can control and reduce environmental harm.

ASPECTS AND IMPACTS

The ABNT NBR 15370 – Adventure Tourism – Rafting conductors - Skills of Ppersonnel (ABNT, 2010), the necessary equipment for rafting are listed, that, among others features: boat; flotation vests; helmets; oars; flip line; pulleys; inflating pump; waterproof bag. Besides these, other elements are used for transportation and realization of trips as wetsuits; neoprene boots; bus; fuel.

The climatic and geographical variations imply the use, or not, of some equipment, for example, in the Serra Gaucha, in winter months the use of clothing and neoprene boots cold is needed. Furthermore, the location of the entry site into the river and transport of equipment and practitioners may require the use of a bus or other means depending on the type of access. Now, the aspects and impacts caused by the activity of rafting:

Aspects	Impacts
Transportation to the river	• Air pollution;
	• Depletion non-renewable natural resources;
	• Noise pollution;
	• Soil compaction.
Use and disposal of neoprene rubber	• Depletion of non-renewable natural resources
	• Visual pollution
	• Soil pollution
Use and disposal of fiber polyester (dinghy)	• Depletion of non-renewable natural resources
	• Visual pollution
	• Soil compaction
Use and disposa l of carbon fiber or plastic (rowing)	• Depletion of non-renewable natural resources
	• Visual pollution
	• Soil and water pollution
Use and disposal of plastic (vests, helmets, pumps for inflating, waterproof bag)	• Depletion of non-renewable natural resources
	• Visual pollution
	• Soil and water pollution
Entering the river	• Soil compaction from the riverbank
	• Destruction of riparian vegetation
	• Water pollution

CONCLUSION

The Adventure tourism is touted as an environmentally friendly and without major environmental impacts, however, the use of natural sites increases the risks the environment. The involvement of the suppliers in favor of greater efficiency and minimization of environmental impacts is required. ISO14000 certifications are a means to pursue this efficiency and protect the environment impacts. Tourists also need to be educated and encouraged to contribute to the reduction of aggression in the middle, after all, are interested in conservation by, it is presumed, are practitioners of activities of adventure tourism.

As for rafting, this is an activity, which if well explored, theoretically has impacts low capacity on nature but depends on the collaboration of stakeholders to practice minimal impact tourism.

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ASPECTS AND IMPACTS OF TOURISM OF ADVENTURE – RAFTING

ABSTRACT

Adventure tourism is closely related to nature. In the case of rafting, there are aspects in which its activity can cause impacts to the environment. The equipment use and how the activity is performed directly affect the intensity of the impacts, therefore, the planning it is essential for sustainability of the sport.

KEYWORDS: environmental impact; tourism; rafting

ASPECTS ET IMPACTS DU TOURISME DU AVENTURE – RAFTING

RÉSUMÉ

Le tourisme d'aventure est étroitement liée à la nature. Dans le cas de rafting, il ya des aspects dans lesquels son activité peut causer des impacts sur l'environnement. Le matériel utilisé et la façon dont l'activité est réalisée directement sur l'intensité des impacts, par conséquent, il est essentiel de planification de la durabilité de ce sport.

MOTS-CLÉS: Impact sur l'environnement; tourisme; rafting

ASPECTOS E IMPACTOS DEL TURISMO DE AVENTURA - RAFTING

RESUMEN

El turismo de aventura está estrechamente relacionada con la naturaleza. En el caso de rafting, hay aspectos en los que su actividad puede causar impactos en el medio ambiente. El equipo utilizado y cómo la actividad se realiza directamente afectan a la intensidad de los impactos, por lo tanto, es esencial para la planificación de la sostenibilidad de este deporte.

PALABRAS CLAVE: impacto ambiental; turismo; rafting

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RESUMO

O turismo de aventura está intimamente relacionado à natureza. No caso do rafting, existem aspectos em sua atividade que podem causar impactos ao meio ambiente. Os equipamentos utilizados e a forma como a atividade é realizada implicam diretamente na intensidade desses impactos, sendo assim, é indispensável o planejamento para a sustentabilidade desse esporte.

PALAVRAS-CHAVE: Impacto ambiental; turismo; rafting