

## ABSTRACTS

### **Creating Environmental Sensibilities through Ecotourism: Intentional Capture of Marine Turtles in Fernando de Noronha, Brazil**

*Armando Santos, Projeto TAMAR, Brazil*

*Thaisa Cunningham Gomes, Universidade Estadual de Ponta Grossa, Brazil*

*Jasmine Moreira, Universidade Estadual de Ponta Grossa, Brazil and*

*Rafael Robles, Projeto TAMAR, Brazil*

*Contact: armando@tamar.org.br*

The archipelago of Fernando de Noronha is a major Brazilian ecotourism destination and has some of the most beautiful beaches of the country. The Tamar Project is operating on the archipelago since 1984 and works simultaneously in scientific research, conservation and management, environmental education, public awareness and community action. These activities involve the public use: nest openings, “tartarugada” and intentional capture of sea turtles, the latter being the object of the present study. In this activity, the team captures turtles through snorkelling and takes the animals to the sand to collect data. Participants have the opportunity to follow the field work and interact with the TAMAR team, who take the opportunity to raise awareness about the importance of conservation and research that are conducted in Noronha. Participant observation and the application of one hundred questionnaires between January and February 2012 were used as data collection methods for this study. It was concluded that this activity provides visitors direct contact with nature and therefore they provide new perspectives to visitors, initiating an environmental awareness process.

### **Capacity Management and Tourism Distribution Channels: The Case of the Brazilian Island of Fernando de Noronha, a World Heritage Site**

*Amalina Andrade and Karen Smith*

*Victoria University of Wellington, New Zealand*

*Contact: amanlina.andrade@gmail.com*

This article investigates how the capacity management, understood as the use of carrying capacity as a way of providing sustainable management to a destination, of the small island of Fernando de Noronha influences the tourism distribution channels of suppliers. Forty-one in-depth interviews were conducted with suppliers, intermediaries and governmental organisations (local, regional and central) located in Recife, Natal and on the island. The influences carrying capacity measures have on businesses when selling the island were analysed. The measures currently underway are: the payment of a conservation fee to gain access to the destination, the limited number of regular flights to the island, the restricted amount of airlines allowed to provide flights to/from the island and the controlled number of people who can get to the destination each day. The research took a supply-side perspective, recognising the challenges of both suppliers and intermediaries when selling the destination. The results demonstrated that the capacity management of the destination influences suppliers’ distribution channels because it increases the price of going to the destination, which results in lack of flight tickets in the high season consequently creating an image of an expensive destination. Consequently, suppliers (especially accommodation providers) feel obliged to work with tour operators as they tend to hold transportation tickets (by sea or by air) to the destination in advance. Thus capacity management must be considered as an external constraint influencing stakeholders’ distribution mix choices.