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TOURIST POTENTIALITY OF THE PONTA VERDE BEACH, SÃO JOSÉ DE RIBAMAR-MA

Marcelino Silva Farias Filho¹; Teresa Cristina Cantanhede Borges²; Sergio da Silva de Araujo³; Jacenilde Cristina Braga Borges⁴

¹PhD in Agronomy, Professor at the Federal University of Maranhão - UFMA, São Luís / MA

ORCID: <https://orcid.org/0000-0001-6153-5293>

E-mail: marcelino.farias@ufma.br

²Master in Health and Environment, UFMA in São Luís / MA / Brazil.

ORCID: <https://orcid.org/0000-0001-6879-6242>

E-mail: teresacantanhede09@gmail.com

³Master Degree student at the Postgraduate Program in Geography at the Federal University of Maranhão-UFMA, São Luís-MA, Brazil

ORCID: <https://orcid.org/0000-0003-0904-3819>

E-mail: silvaraujo4@gmail.com

⁴Master in Health and Environment, UFMA in São Luís / MA / Brazil.

ORCID: <https://orcid.org/0000-0001-7094-3299>

E-mail: jacenil@hotmail.com

Abstract

Tourism is one of the fastest growing economic activities in the world, and in Brazil it is gaining notoriety mainly for the attractive landscapes, natural and cultural elements that appeal to people from various parts of the world to know such beauties. Among the tourist hubs, the Northeast region stands out, which is the study area. Having its tourist potential located mainly in coastal areas, Maranhão has an extensive one, with the presence of beaches, mangroves, dunes, rivers and other elements of coastal environments, however the exploration of these spaces occurs in a disordered and poorly structured way, as in the case of some beaches on the coast of Maranhão, such as the Ponta Verde beach located in the municipality of São José de Ribamar. The beach has a potential little known by public agents. In this

context, the study was based on investigative research and methodology, which consisted of four stages: bibliographic survey; fieldwork; systematization and analysis of information and data collection, thus aiming to analyze the tourist potential of the study area, as well as to characterize and discuss socio-environmental issues. It was found that the beach has an extensive sand strip, with places of tourist potential such as cliffs and bathing areas, a place for artisanal fishing in *camboas*, and an archaeological site nearby.

Keywords: Socio-spatial dynamics; Cliffs; Hillside areas.

PONTECIALIZIDADES TURÍSTICAS DA PRAIA DE PONTA VERDE, SÃO JOSÉ DE RIBAMAR-MA

Resumo

O turismo é uma das atividades econômicas que mais crescem no mundo, e no Brasil vem ganhando notoriedade principalmente por seus elementos atrativos paisagísticos, naturais e culturais que potencializam a vinda de pessoas de várias partes do mundo para conhecerem estas belezas. Dentre os polos turístico, destaca-se a região Nordeste, onde está situado a área deste estudo, tem seu potencial turístico localizado principalmente em áreas litorâneas, o Maranhão possui uma extensa área costeira com presença de praias, mangues, dunas, rias e dentre outros elementos de ambientes costeiros, entretanto a exploração desses espaços ocorre de forma desordenada e pouco estruturada, a exemplo de algumas praias no litoral maranhense, como a praia de Ponta Verde localizada no município de São José de Ribamar. A praia apresenta potencialidades pouco conhecidas pelos agentes públicos. Nesse contexto o estudo tomou como base a pesquisa investigativa e a metodologia, que consistiu-se em quatro etapas: levantamento bibliográfico; realização do trabalho de campo; sistematização e análise das informações e coleta de dados, objetivando assim, analisar as potencialidades turísticas da área de estudo, assim como caracterizar e discutir as problemáticas socioambientais. Constatou-se que a praia possui extensa faixa de areia, com potenciais turísticos como falésias e áreas de banho, local de pesca artesanal em *camboas*, e na proximidade uma área de sítio arqueológico.

Palavras-chave: Dinâmica socioespacial; Falésias; Áreas de encostas.

PENTENCIALES TURÍSTICOS DE LA PLAYA PONTA VERDE, SÃO JOSÉ DE RIBAMAR-MA

Resumen

El turismo es una de las actividades económicas de más rápido crecimiento en el mundo, y en Brasil viene ganando notoriedad principalmente por sus elementos atractivos paisajísticos, naturales y culturales que potencian la llegada de personas de varias partes del mundo para conocer estas bellezas. Entre los polos turísticos, se destaca la región Nordeste, donde está situado el área de este estudio, tiene su potencial turístico ubicado principalmente en zonas litorales, el Maranhão tiene una extensa zona costera con presencia de playas, manglares, dunas, ríos y entre otros elementos de ambientes costeros, sin embargo la exploración de estos espacios ocurre de manera desordenada y poco estructuradas, como ejemplo de algunas playas de la costa de Maranhão, como la playa de Ponta Verde ubicada en el municipio de Sao José de Ribamar. La playa presenta potencialidades poco conocidas por los agentes públicos. En este contexto, el estudio se basó en una investigación y la metodología que consta de cuatro etapas: búsqueda bibliográfica; realización de trabajo de campo; sistematización de las experiencias y análisis de las informaciones y recogida de datos, objetivando de esta manera, analizar las potencialidades turística del área de estudio, así como caracterizar y discutir las problemáticas socioambientales. Se constató que la playa tiene una larga franja de arena, con potencialidades turísticas como acantilados y espacio de baño, local de pesca artesanal en canoas, y en la proximidad un territorio de sitio arqueológico.

Palabras – clave: Dinámica socioespacial; Acantilados; Áreas de barrancos.

1. INTRODUCTION

The process of early human migration was mainly associated with the performance of basic activities such as gathering, hunting and fishing, resulting in survival. Nowadays, this migration process has become known as tourism or even a tourist phenomenon, generally related to travelling, that is, visiting a place other than the home of origin, in other words, when men “started to travel, mainly motivated by the need to trade with other peoples” thus triggering the migration of people (IGNARRA, 2003).

Ferreira (2007, p. 02) points out that “more recently, the idea of migration has gained the name of travelling and its motives were initially religious, concerning health treatments, exchanges and/or business, culture and leisure”. In this first phase, the trip was unsystematic, that is, spontaneous, then it started to have a degree of organization or even of arrangement, so that specialized agencies were created to manage this type of practice worldwide.

Tourism is a phenomenon that is conditioned by the relationships and activities of the people who travel, staying out

of their usual place, within a certain period of time (stipulated in up to a year), for reasons of leisure, business and several others (CUNHA, 2010).

Ferreira (2007) points out that tourism is an element that expresses the capitalist logic materially when it establishes a relationship with a dynamic geographic space. Thus becoming a great transforming agent of this space, which can be changed and adapted, in order to meet the demands created from the coming of people from other places, namely, tourists, individuals who have their permanence in a given place for more than twenty-four hours or even the excursionist, who stays for less than that.

According to the World Tourism Organization - UNWTO (2019), this activity (tourism) generates a movement of around 1.4 billion tourists/year worldwide, data from the year of 2018, and Brazil receives approximately 6.621 million tourists/year from this total. Thus, tourism represents one of the sectors that most contributes to the world economy.

In this perspective of working with local potentialities, the State of Maranhão has a large territorial dimension that harbors a vast biodiversity and geodiversity, contributing to the existence of exuberant landscapes with tourist potential. According to Costa (2016, p.01) both Brazil and Maranhão have tourism “primarily developed in coastal areas, which can transform the coast of Maranhão into a frontier for the expansion of coastal tourism”.

The municipality of São José de Ribamar is located within the tourist complex of São Luís/MA, where the study area is located. According to Bandeira and Dantas (2013, p.124) “this hub is located in the extreme north of the state and involves the capital, São Luís, the monument-city Alcântara [...] and the municipalities of São José de Ribamar, Paço do Lumiar and Raposa, on the island of São Luís”.

The tourist attractions of São José de Ribamar are mostly of a cultural type, besides the natural scenic beauty (such as beaches, dunes and cliffs), tourists are attracted by the religious manifestations present there. According to Vieira (2011) there are many stories that revolve around the patron saint, who is Saint Joseph, one of them tells that the church in the city would have collapsed twice, until it was built facing the sea as the Saint wished. Thousands of faithful followers are attracted every year, in September, to the feast of São José de Ribamar, who has a concentration of activities in the main square, where the church, statues of the patron saint and other religious figures are located. Bandeira and Dantas (2013) report that in São José de Ribamar there is a bucolic tranquility and a beautiful cove providing mixed landscapes to its coastal environment, with its geotouristic attractions (beaches, mangroves and dunes) creating beautiful landscapes. Among the beaches in the municipality of São José de Ribamar there are: Caúra, Panaquatira, Itapari and Ponta Verde. The latter has a natural structure with lush landscaping elements, represented by hills, cliffs and beach strips that characterize it as a place of natural potential for the growth of tourism, still linked to serenity.

Thus, this work aims to analyze the natural potential of Ponta Verde beach in São José de Ribamar/MA for tourism purposes, in

addition to characterizing and discussing the socio-environmental problems of this place.

2. METHODOLOGY

The research was outlined as an investigative approach, starting from a series of activities, which involve the relationship between man and the environment, both natural and social characteristics were considered, related to the market perspectives connected to tourism. Thus, a different set of information was elaborated (consisting of the point of view of the residents about possible places with natural potential for tourism, in which first the areas mentioned were considered, and then fieldwork was conducted for validation of the information), so this information was gathered and used in an instrumental way on social and/or physical lines under the command of one or more logical bases of investigation (FREITAS, 2017), this logical base would be a beach area with natural landscape elements of tourist potential.

Ponta Verde beach is located in the Ponta Verde neighborhood under the coordinates of 2° 31' S and 44° 2' W, as shown in Figure 1:

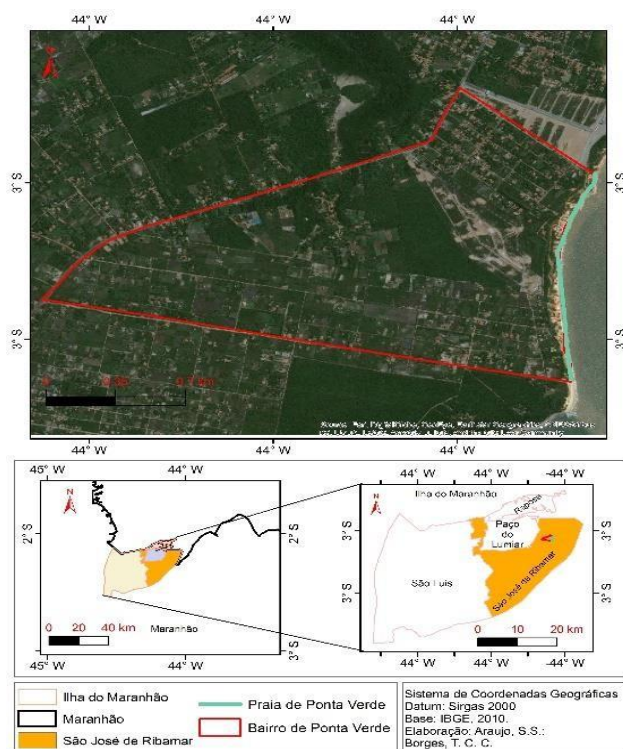


Figure 1 - Location of the beach and the Ponta Verde neighborhood, São José de Ribamar - MA. Source: Elaborated by the authors (2019).

The field activities took place in four trips, in the months of January, February and March in 2019, for observation and data collection. In on-site activities, photographic records, observation of the physical environment, conversations with bathers and residents around the beach were carried out.

The maps of locations and tourist attractions were elaborated and made from information and points collected with the Global Positioning System (GPS), where the beginning and end of Ponta Verde beach was marked (for the purpose of delimitation and measurement of the beach area), for the database, the territorial meshes of the IBGE (2010) and images from Google Earth Pro (2019) were used. The points of tourist attractions were obtained through the portable GPS Garmin 10s, the points were marked in loco and later georeferenced in the free software *Quantum Gis*, that was also used for making the maps in this research.

The first visit to the field was to know and walk the path from the beginning to the end of the beach and to observe the study area. In the second visit, points were collected with the GPS, and conversations were held with residents, fishermen who live or frequent the beach and the Ponta Verde neighborhood in order to understand the local reality from their point of view. The third and fourth field trips were aimed at photographic recording and visiting some points indicated by local residents.

3. RESULTS AND DISCUSSION

3.1. Brief History of Tourism in Maranhão

In Brazil, tourism started to expand, according to Santos and Teixeira (2009, p.3), "from the 1980s, with the liberation of the national economy, causing an explosion in the sector". In legal terms, article 180 of the 1988 Brazilian Federal Constitution assigns responsibilities to different government levels with the premise of a tourism that promotes social and economic development.

Costa (2016), informs that, from that decade on, investments and diversified planning instruments began to be conducted. In the 1990s, the National Plan for Municipalization of Tourism (PNMT) was instituted, contributing to accelerate the process of administrative decentralization aimed at this activity, promoting the development of domestic tourism, based on local potentials. This context culminated in the definition of "a strategic role for the tourism sector in the Local Development Plans, receiving special attention from the UNWTO, with studies and suggestions for planning models, and close attention to the local potential (SANTOS; TEIXEIRA, 2009).

However, this idea of expanding organized coastal tourism took some time to be disseminated in the state, Ferreira (2007, p.06) warns that "as it happened on the scale of the Union, the concern with tourism in Maranhão is traced back to 1962 when the Department of Tourism and Promotion of the State was created", following national parameters. The development of tourism took place from the Comprehensive Tourism Development Plan (Plano Maior) 2000-2010, which directed the actions of promotion and structuring of the tourist destinations of the state, considering routes and strategies (RODRIGUES et al., 2014).

Ferreira (2007), points out some facts that preceded, and were responsible for, the elaboration of this plan, such as: in 1962 the creation of the Department of Tourism and Promotion of the State; in 1968 there was the institution of the Tourism Investment Fund - (FURINTUR); and in 1976, the Tourism Company from Maranhão (MARATUR) started its activities, which was later transformed into State Sub-Manager of Tourism. In 2003 it

changed its name to Tourism Development Agency (ADETUR), in 2004 it changed to State Extraordinary Secretariat for Tourism Development (SEEDETUR).

The creation and expansion of these institutions were fundamental for the Tourism Development Plan of Maranhão, according to Ferreira (2007, p.07) in its first edition it was developed following three steps, namely: “1st - diagnosis (1999); 2nd - definition of strategies (1999); 3rd - structuring (2000 to 2002) and consolidation (2003 to 2010)”. Concerning the execution of the Plan, according to the author, the State had a great potential for tourism inherent to its natural attributes, yet, this plan selected only nineteen municipalities for the development of tourist activities, distributed in five hubs: São Luís, Lençóis Maranhenses, Delta das Américas, Floresta dos Guarás and Chapada das Mesas.

However, in 2010, according to Costa (2016), in order to continue with the movement of expansion of tourist activity, SETUR-MA elaborates a new tourism plan, known as Plano Maior 2020, aimed at developing the tourism in the state for a decade.

This plan took place in three phases: first, the analysis of the current tourism situation, then the strategic planning and, finally, the operational plan. Regarding the regionalization conducted in the Plano Maior 2020, it is possible to infer that the plan includes 68 municipalities of tourist interest, distributed in ten hubs, namely: São Luís, Munim, Parque dos Lençóis Maranhenses, Delta das Americas, Hub Floresta dos Guarás, Hub Amazônia Maranhense, Hub Chapada das Mesas, Hub Cocais, Lagos and Campos Floridos, Serras, Guajajaras, Timbira and Kanela (COSTA, 2016).

3.2. Geophysical Aspects of the Study Area

Coastal areas have gained great social importance over time, in tourism, economy, leisure. In Brazil, the coastal areas enabled the beginning of the colonization processes, starting to harbor the main cities of the country, as well as in the State of Maranhão with the first city that was also the capital settled there, São Luís. The State of Maranhão, has the second largest coastal extension of the country, listed as approximately 640 km, with the presence of exuberant coastal ecosystems.

Due to the fact that coastal areas have scenic, bucolic elements that attract economic investments, a great part of them undergo rigorous urbanization processes that add to the lack of territorial planning, due to this fact they present major social and environmental problems, such as the overload of ecosystems, resulting from real estate speculation, disordered urbanization, privatization of public spaces and so forth (COSTA, CUNHA and FARIAS FILHO, 2015).

Ponta Verde beach has problems such as those mentioned above, linked to an ongoing disorderly urbanization process, which has compromised the stability of its environmental characteristics. Among these problems, we point out the erosion processes that have been intensifying from anthropic interventions caused mainly by deforestation and burning of vegetation, which occur close to coastal areas. It is also worth mentioning the extraction of nonmetallic minerals in the beach area and in nearby areas, and, finally, the release of domestic effluents and solid residues.

The study area is located in the Gôlfão Maranhense, characterized as *the great cove*, therefore, it is constituted by a complex estuarine system containing bays, estuaries and several islands, among them, Ilha do Maranhão. Geologically, the study area has the presence of sandy deposits dated from the Quaternary, with the presence of clays densified with fine sand and coastal marine deposits, referring to the deposits of quartzite, whitish sediments, classified as *Neossolos Quartzarênicos Órticos Alumínicos* (SILVA, 2012)-Typic Quartzipsamments. The soil is sandy with low natural fertility, high acidity and low agricultural potential (GOMES *et al.*, 2007), and it also shows little resistance to the erosion processes.

According to Pinheiro (2002), the coastal part of the Maranhão Island, has a smooth topography and; besides other factors such as solar incidence, latitude, maritimity, and also with the regional atmospheric circulation systems; it has few thermal differentiations, the climate of the island as a whole is within the Aw classification (KOPPEN, 1948), with two distinct seasons: a rainy one from January to June; and a dry period from July to December, the average rainfall index of the Maranhão Island is of approximately 2000 mm/year and the temperatures per year vary between 25.5 and 28.6°C (IMESC, 2011).

In its geomorphological context, the Ponta Verde Beach has cliffs that can be of two types: active and inactive (also called paleophalies). The active ones are formations with high declivity and that suffer from the marine action, which is responsible for their modeling, having an unstable morphodynamic balance and susceptible to collapse. Inactive ones are cliffs that no longer suffer from marine action and are moderately stable and covered by vegetation (ROSSETI, 2008).

Regarding the characteristics of the flora, they stand out with the strong presence of palm trees, typical plants of the *restinga* (distinct type of coastal Tropical and subtropical moist broadleaf forest) and with the predominant presence of secondary shrub vegetation, the main vegetation fragments still existing on the island are in the rural area (GOMES, *et al.*, 2015), such as the Ponta Verde neighborhood.

3.3. Characterization of erosion processes in the Study Area

Coastal areas, coasts or shorelines, are sandy sedimentary deposits, formed mainly by maritime and wind actions, it is in these spaces that the processes of modification of the relief occur and can be constantly observed (TEIXEIRA *et al.*, 2009).

In these areas, geomorphological features are caused by geological processes and external weathering agents, i.e., wind and sea, these processes are of a natural order, but tend to become severe, based on anthropic interventions, and, according to Sousa *et al.* (2005), the action of waves on high coasts causes erosion, promoting the retreat of the coastline.

The beach is around cliff formations created by the sediments of the Barreiras Formation that; associated with its mineralogical composition (siltstones, claystones, sandstones and shales), and linked to the fact that the place is located in an area of great weather dynamics with the variation of the tides and wind actions; brings as a consequence the susceptibility to erosion processes.

The formations of the cliffs were due to the characteristics of the geological envelopment of the abrasion process, and various others, of the erosive type. It is still possible to infer that the cliffs

have stretches with exposed soil, thus making them susceptible to weathering by modeling agents such as rain, wind and tidal dynamics, presenting parts that are covered by a vegetation that protects them from erosive agents, with characteristics of greater stability.

In Figure 2, it is possible to visualize some erosion processes present in the study area. At the base of the cliffs, the erosive phenomenon occurs due to the movements of high and low tide. On its surface the presence of furrows is noticeable, this occurs due to the action of rain, inherent to the runoff process, besides, it is possible to consider that the local residents do containment works at the base of the cliffs, but they are constantly destroyed by the action of nature.



Figure 2 - Erosion process at Ponta Verde beach. Source: Elaborated by the authors (2019).

3.4. Occupation Process.

The neighborhood and the beach of Ponta Verde have an urbanization process in progress, with little tourist structure, it presents summer houses, bars and restaurants. The research sought to show some of the tourist attractions on Ponta Verde Beach, highlighting the particular natural aspects, which composes a scenario formed by beaches, cliffs, mangroves and coconut trees. The rich potential of its landscapes contributes significantly to the investment in tourism.

The disorderly population growth of the Ponta Verde intensifies towards the top of the cliffs, since there are individuals who live in houses in these places, with imminent risk of landslides, as at the time of the construction there was the removal of vegetation, bringing consequences as the intensification of the erosion processes, a potential hazard for these structures, and for all the belongings of the occupants.

With all this pressure, it was found that the construction of a housing project, such as the Portal Mar Residential Condominium and irregular occupations, combined with the infrastructure limitations of the area, contribute to a series of socio-environmental problems such as: deforestation, dumping of solid

waste (these two are problems that can affect even the beach area), deficient paving, and also the flow of cars on the sand strip, as shown in Figure 3:



Figure 3 - Social and environmental problems at Ponta Verde beach, São José de Ribamar. Source: Elaborated by the authors (2019).

One of the reasons for having this flow of cars on the beach is the small circulation of bathers and the lack of inspection by the public authorities. However, there is imminent risk of accidents due to the movement of fishermen in the area. Public actions aimed at tourist practices considering socio-environmental characteristics could be a differential in the area, these planned and integrated activities can bring incentives in various social sectors. Ecotourism would be an interesting option for the place, in view of the natural coastal potentials, in addition to the fact that some residents of the Ponta Verde neighborhood subsist on fishing activities and seafood collection.

Ponta Verde also stands out for having an archaeological site located near the beach area, and also for other areas that still keep the practice of artisanal fishing systems, as *camboas* and corrals, besides areas suitable for the collection of seafood, which can be the highlight on a nautical tour, walk along the shore or even on artisanal fishing practiced by the visitor.

3.5. Identification of potential tourist points of Ponta Verde beach

Figure 4 shows a map of the location and distribution of the main tourist spots on Ponta Verde beach. Among these points, 9 were identified as being of interest, which are: (1) entrance to panaquatira, (2) location of the scenic view point on Ponta Verde beach, (3) the area of *camboas* (a kind of artisanal fishing that consists of open pits on the edge of the sea for retaining sea water on small pools that can contain small fish), (4) location of rock outcrops, (5) bathing areas, (6) Ponta Verde beach end point, (7) beginning of Itapari beach, (8) archaeological site, (9) entry and exit to Ponta Verde. On the next page, the main potentials of the beach are described in detail.

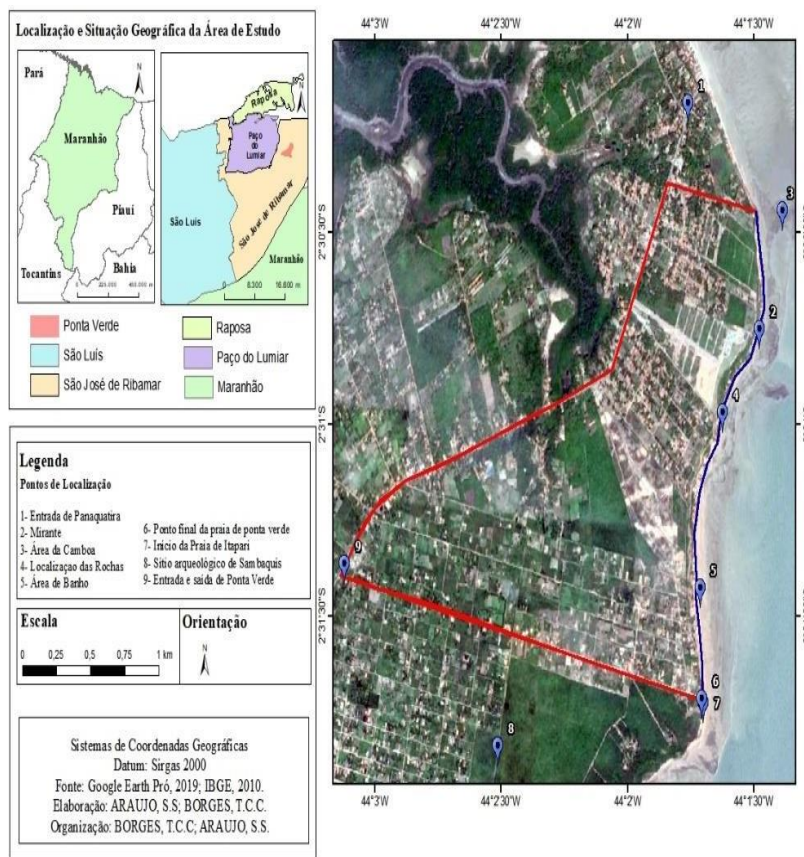


Figure 4 - Location and distribution of potential tourist points. Source: Elaborated by the authors (2019).

3.5.1. Beach

The study site stands out for having an extensive beach strip of approximately 2.56 km in length located between two other beaches: Panaquatira, which already has well urbanized characteristics, and the Itapari beach, with less signs of urbanization, thus the proposal to take a walk from one beach to another becomes a very interesting and diverse activity. It is noteworthy that Ponta Verde Beach has the presence of rocky outcrops, being an ideal place for sea bathing, walks and hikes, because unlike other beaches, the number of visitors is not intense.

3.5.2. Cliffs and Scenic Viewpoints

The cliffs on the edge of Ponta Verde beach have the following characteristics: steep features, with heights ranging

from 6 to 30 meters, present throughout the entire beach. The site has the potential for photographic material, being used by local residents as access routes from one point to another, as well as for the fixation of structures called Scenic Viewpoints on the cliffs, usually built of wood with several meters high, providing a panoramic and contemplative view of the landscape of the beach and the marine horizon.

Thus, another point that can be explored are the fixed parts of the cliffs (Figure 5), where scenic viewpoints can also be built. There are already some of them on the beach, but they are made with inappropriate materials and in inadequate areas, so it is advisable to conduct a study of the soil of the cliffs, in order to better understand the areas that have a fixed soil structure, able to serve as foundation for these constructions.

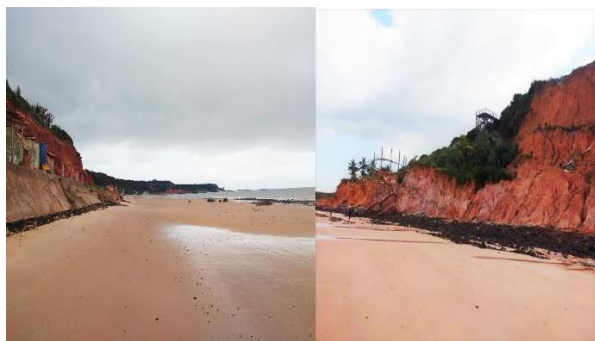


Figure 5 - Cliffs and scenic viewpoints. Source: Elaborated by the authors (2019).

3.5.3. Rocky Outcrops on the Beach and Camboas

The rocky outcrops, as shown in Figure (6) can be seen in parts of the Ponta Verde beach and have varying sizes reaching up to 2 meters, being one of the tourist potentials of the beach. In these places there is the presence of crustaceans and mollusks and their carapaces, popularly known as *shells*, which are scattered on the edge of the sea and among the rocks.



Figure 6 - Rocky outcrops Source: Elaborated by the authors (2019).

Ponta Verde Beach has artisanal fishing systems, these can be included in a possible stop for tour groups. Among them, one can

as an example “the *camboas*” (Figure 7), which are a kind of trap made by native populations destined for fishing and that, until today, are used by local residents. If there is a tourist itinerary for the beach in the future, these places would be a suggestion for visitors to experience the technique, while assisted by the fishermen. After capture, the fish could be taken to a local restaurant and prepared, and the tourist would consume what he captured by himself, having a complete cultural experience.



Figure 7 - Points suitable for implementation of tourist routes. Source: Elaborated by the authors (2019).

3.5.4. Archaeological Site

The archaeological site mapped in this work does not appear within the Ponta Verde area, but nearby, in the “settlement of Itapari, the site presents fossils of middens, it is located on a cliff, typical in the bay of São José ” (FLAG, A., 2018, p. 328). Because the location is near the Ponta Verde beach, it is ideal to insert it in a possible tourist route, as visitors get familiar with the midden fossils, they could be taken for the beach of Ponta Verde where the leisure activities will occur, such as: bathing, picnics, as well as moments for beautiful pictures.

Figure 8 shows the potential pitstops where a brief rest could take place and the possible paths for tourist activities, in addition to areas for that have already been presented in previous items. The map comes with the intention of spatializing the main places of interest on the beach, also enabling the elaboration of a tourist itinerary, from the entrance of the beach until its final limit.

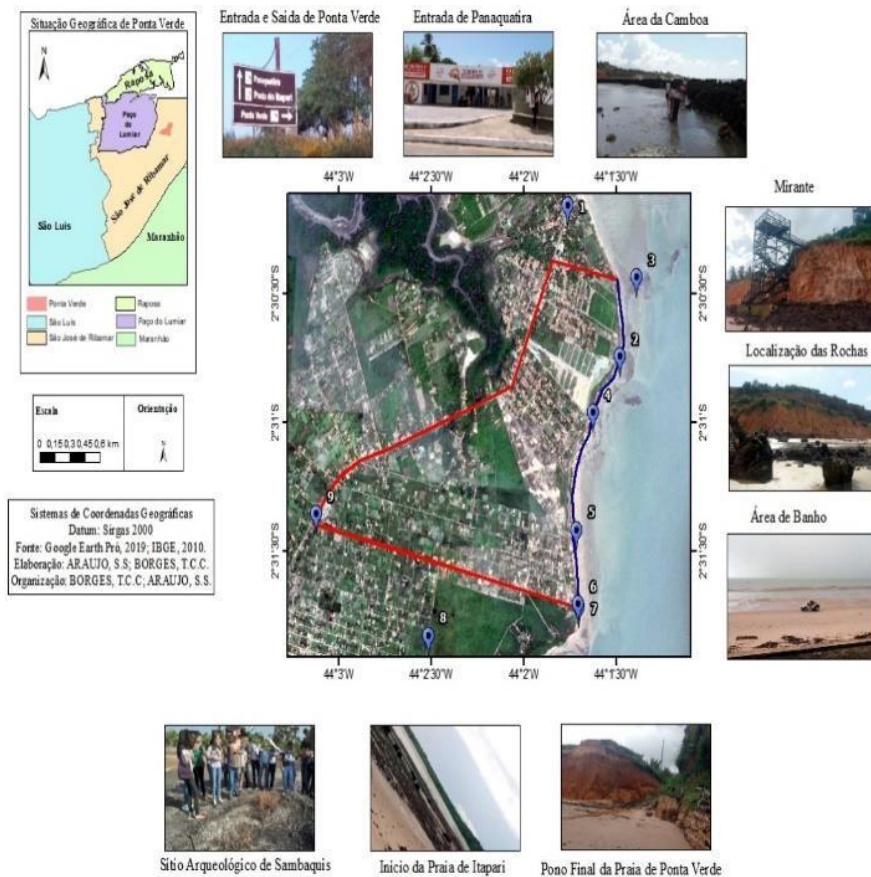


Figure 8 - Attractions of the Pitstops. Source: Elaborated by the authors (2019).

Ponta Verde beach has natural potentials that can be used for tourism purposes, and a very interesting proposal for this area would be Ecotourism, which, according to Brasil (2010), has among its principles the environmental conservation combined with the involvement of local communities, and should be developed under the principles of sustainability, based on theoretical and practical references, and on legal support, because, as the area presents socioenvironmental problems, the ideal is a tourist proposal that manages to maintain the environmental balance of the place.

Even if there are environmental impacts, it is expected that the degree of damage will be as small as possible, thus alleviating problems as the erosion process related to anthropic issues and the issue of solid waste. Regarding this last one, in the Ponta Verde beach area, the ideal is collecting all solid waste, by public cleaning agents (for waste brought by the sea and also for those discarded by individuals directly on the beach), the distribution of suitable disposal containers (garbage dumps or bins), combined with actions for incentivating and raising awareness of locals and visitors, carried out by the government to educate on how to dispose of solid waste correctly.

4. FINAL CONSIDERATIONS

The development of tourism in Ponta Verde can also occur in partnership with neighboring municipalities (São Luís, Raposa and Paço do Lumiar). This action could bring benefits to the region, with the generation of work and income in the municipalities involved, also influencing the resolution of social problems, such as public security and misappropriation of plots of land. Finally, it can be said that natural potentials, combined with economic, social and cultural factors, can be seen as a positive incentive for the development of tourism.

The ideal tourism proposal to be inserted in the Ponta Verde beach is the Ecotourism, as this activity uses the natural and cultural heritage in an ecologically sustainable manner, based on conservation, seeking the formation of an environmental awareness and promotion of well-being for the populations. In relation to the socio-environmental problems on the beach, with erosion and irregular solid waste disposal as the main ones, we propose that there is a maintenance of the environmental harmony of the area. Not to mention that the activity proposed can bring income to local residents, and they would be engaged in working on the tourist itinerary, as well as raising awareness of the visitors

and, if possible, preparing proposals for cleaning and collecting solid waste on the beach, along with the government, whether it is of a Municipal and/or Federal nature.

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