

# Tourism in Remote Islands of the Coast of Paraná-Brazil

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## Abstract

The coast of Paraná has dozens of islands classified as remote due to the distance from the coast and also due to the difficulty of access, in the last decade it was observed that there was a demand for tourists for these locations, however, no studies were found that promoted a diagnosis about this tourist segment in the region. In face of this context, an exploratory descriptive and quantitative research was carried out by means of a semi-structured questionnaire in a sample by accessibility along with 52 tourists in the moment they visited the remote islands on the coast of Paraná. The study revealed that the main reasons that led tourists to visit the remote islands, were the contact with the intact nature, the beauty of the islands' scenery and the gastronomy in the islands. The study revealed that similarly to a worldwide trend, single people had an average number of visits much higher than the other classes evaluated in terms of marital status, and a moderate trend was also observed as education advanced, the frequency of visits increased to the remote islands. The greatest difficulties that limited tourists from visiting the islands were the few available schedules for transportation, the high cost of the visit and the inns classified as not prepared to accommodate in a satisfactory manner. The interviewees do not have the financial resources to be able to invest in improvements, nor do they have access to the financing system for improvements of the structures for the reception of tourists. In face of the assertion of the majority of the tourists in regard to the cost-benefit ratio does not satisfy, the strategy of market penetration and expansion emerges as an alternative, reducing the price that may emerge in tourists the curiosity for the visit and thus later the barrier of the wait for the few transportation can appear smaller to tourists. The adoption of this strategy, however, must consider prices that are valued to be high enough to provide profit to those who offer tourism and sufficiently low for acceptance by tourists to awaken the desire for experimentation.

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## 1. Introduction

Tourism is an activity that according to Barbosa (2005) brings results through the movement of the economy generating financial income by the way that the people who live and dwell in a place of habitation, and that move to other places, in a way that this displacement is temporary and spontaneous. In this same logic, the UNWTO - World Tourism Organization (1994) formulated a concept of tourism, describing that:

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 (UNWTO, 2001).

Tourism according to Barbosa (2005), can generate several consumption phenomena, incomes are

generated, markets are created in which supply and demand meet, making its existence possible in small communities or even for a country. Rabahy (2021) adds that tourism, in addition to being an important economic activity, is capable of creating opportunities to generate income and employment, in a capillary way, even for those who do not have high investment capital.

The Brazilian economy has recently experienced a reduction in tourist activity due to the New coronavirus pandemic and still demonstrates a fragile situation, it verifies however that the activity already shows evident signs of recovery in comparison to Latin American countries (Scheuer et al., 2021), Brazil advanced many positions, reaching the rank of country with the highest volume of tourists, being that tourism generates usually around 3.6% of the Gross Domestic Product-GDP, and is directly responsible for more than 10 million people employed. Despite the fluctuations in the economic scenario, the number of tourists that traveled around the world registered growth in the most varied types of tourism with people seeking to visit new places, locations and cultures, moving about US\$ 6,842.63 million a year in Brazil (Embratur, 2022; Ministry of Tourism, 2022).

The coast of the State of Paraná presents a tourist profile similar to that already reported for other Brazilian coastal regions, with summer tourism being the most relevant. According to Scheuer (2011) the climate and geographic location influence the tourist demand in a given region, and these factors can determine a strong influence of seasonality. That is, the location of a particular coastal region influences both in its location as in its climate, increasing or decreasing the flow of people who visit and seek these places, specifically for Paraná's coast, the proximity of Curitiba and the metropolitan region, Paraná's largest population region, generated over the years summer tourism or second home tourism in the coastal region where beaches are prioritized.

According to PDITS (2010) on the coast of Paraná there are 73 tourist attractions identified, of which 23% are linked to summer beach vacations that is responsible for moving almost 90% of regional tourism, however also occurs registration of adventure tourism, religious, cultural and ecotourism, so, it is possible to conceive the concept and importance of regional tourism, as an economic activity by generating a series of opportunities in the communities, including those most distant from the large centers (IBGE, 2012).

Specifically in regard to the coast of Paraná, one of the most sought after destinations is Honey Island, however there are several other islands without the same infrastructure offer, but that are starting to attract the attention of tourists and travelers. To this type of tourism practiced in remote places, distant and of difficult access, Tulik (1992) named it alternative tourism which has offered activities and accommodation, even if rustic, but arousing the curiosity of tourists, not uncommon are needy places, similar to the islands off the coast of Paraná seek a way out of their economic problems in tourism.

However, specifically in what is referred to tourism on the islands off the coast of Paraná, the information on how the tourist activity takes place are few and sparse, and according to Anacleto et al. (2022) regional tourism could still have even better efficiency rates, but for such, it is urgent to establish more studies that can comprehend the profile and behavior of this type of tourist, and from this type of analysis it is possible to initiate the process of formulating strategies that can assist entrepreneurs and public authorities in decision making having as base their positioning and competition ability with other types of tourism.

Given this context, aiming to organize a set of information that can guide this specific segment, the present study was carried out, which aimed to investigate the profile and behavior of the tourists in the remote islands on Paraná's coast.

## 2. Method

The choice of systematic procedures for the description and explanation of the phenomena investigated was based on exploratory-descriptive research as proposed by Richardson (1989) and Anacleto et al. (2022), since initially a visit was made to the tourism secretariats of the municipalities that compose the coast of Paraná, namely: Guaratuba, Matinhos, Pontal do Paraná, Morretes, Antonina, Guaraqueçaba and Paranaguá, on this occasion the aim was to identify the remote islands that had records of the presence of tourism.

After this phase, it was identified as the location of research, the islands of Superaguí in Guaraqueçaba and Piaçaguera, and Amparo in Paranaguá, as for the criteria for choosing, was the records of tourists presence, the distance from the summer vacation centers and the transport limitation to these locations.

Field research by receptivity was carried out between April and October 2022, being directed to 52 tourists who visited these locations, similarly to what was proposed by Rossetto et al. (2006), and the interview script was based on a semi-structured questionnaire as proposed by Vergara (2000), thus initially the reasons for the research were explained to the interviewees and, after consent, the data collection process was initiated.

The discussion about the implications of the reality observed in the tourism context in these remote islands was carried out based on the organization of a crossed impact matrix on five potential positive factors and five potential negative factors related to the stay during the visitation.

The impact matrix was organized according to Anacleto et al. (2022), and this matrix assigns percentage values from 0 to 100 to each opinion expressed by tourists, and after the informations were crossed, including all the answers, comparing the respective influence exerted and the influence suffered in the implications and

potentialities that facilitate or hamper the presence of tourists on the remote islands off the coast of Paraná, the higher the index, the greater the relevance and the attention to be dedicated to the improvement of the touristic processes.

The impact matrix generated an index of relevance to the tourism process in remote islands, which was obtained by the equation:

$$IR = \frac{InRn * InPn * 100}{\sum SIsP}$$

IR= Relevance Index of the evaluated situation;

InRn = Received influence index;

InPn = Provoked influence index;

SIsP= Sum of the index (InRn \*InPn) of all the questions analyzed by the participants.

Finalizing the study, as proposed by Vergara (2000), after collecting the primary data, the data triangulation technique was adopted for the interpretative and descriptive analysis of the contents obtained during the interviews.

### 3. Results

The tourists were interviewed in an equal number with regard to gender, and although women were identified as the ones who most frequently visited remote islands, no statistically significant difference was detected (Mann-Whitney test =  $p < 0.001$ ) between the gender in the frequency of visits to the islands (Table 1).

Table 1. Characterization of the population sample in relation to gender in the frequency of visits to the remote islands on the coast of Paraná

Gender	Total number of interviewees	Number of visits per year
Female	26	7.2 <sup>a</sup>
Male	26	6.9 <sup>a</sup>
Mann-Whitney test p -significance value		$p < 0.001$

The predominant age group in the frequency of visits to remote islands on the coast of Paraná was 35 to 44 years old, in which despite having a higher statistical percentage of visits, no direct correlation was observed between age and the number of annual visits (Table 2).

Table 2. Characterization of the population sample in relation to age group in the frequency of visits to remote islands on the coast of Paraná

Age	Total number of interviewees	Number of visits per year
18 - 19	2	1.0 <sup>a</sup>
20 - 24	11	3.0 <sup>b</sup>
25 - 29	8	3.1 <sup>b</sup>
30 - 34	7	3.2 <sup>b</sup>
35 - 39	7	6.7 <sup>c</sup>
40 - 44	5	7.6 <sup>c</sup>
45 - 49	5	5.2 <sup>d</sup>
50 - 54	4	5.2 <sup>d</sup>
55 - 59	6	5.1 <sup>d</sup>
60 and above	0	0.00

r – Spearman Correlation Coefficient;

$r = 0.3673$ ;

p – value significance ( $p < 0.05$ )

$p < 0.001$

There was a significant statistical difference recorded in the frequency of visits to remote islands off the coast of Paraná in terms of consumers' marital status. It was evident that singles had an average number of visits much higher than the other classes evaluated (Table 3).

Table 3. Characterization of the population sample in relation to marital status and frequency of visits to remote islands on the coast of Paraná

Marital Status	Total number of interviewees	Total number of visits per year on the islands
Married	21	3.9a
Single	20	7.0c
Domestic partnership	7	4.9b
Divorced	4	3.5a

Kruskal-Wallis Test  $p = 0.024$

With regard to level of education, a significant portion of the interviewees had a higher education or postgraduate degree, with a moderate trend being observed as the education level advanced, the frequency of visits to remote islands increased (Table 4).

Table 4. Characterization of the population sample in relation to education level and frequency of visits to the remote islands on the coast of Paraná

Level of education	Total number of interviewees	Total number of visits on the islands
Elementary-middle school	2	3.5a
High School	12	3.9a
Graduate	24	3.9a
Post graduate	14	5.7b

$r$  – Spearman Correlation Coefficient;  $r = 0.145$ ;  
 $p$  – Significance value ( $p < 0.05$ )  $p = 0.032$

In the present study, a direct correlation was not detected between the increase in income and the increase in the frequency of visits to the remote islands on the coast of Paraná within the different economic classes evaluated (Table 5).

Table 5. Characterization of the population sample in relation to income and frequency of visits to the remote islands on the coast of Paraná

Brazil's income criteria	Total number of interviewees	Total number of visits on the islands
A1	2	6.0ab
A2	2	5.0a
B2	8	5.1a
B2	17	6.1ab
C1	11	5.1a
C2	8	4.4b
D	4	4.7a

$r$  – Spearman Correlation Coefficient;  $r = -0.032$ ;  
 $p$  – Significance value ( $p < 0.05$ )  $p = 0.711$

Regarding race, although no correlation was observed between color and frequency in the remote islands, there was a predominance of white tourists representing 67% of interviewees, the other 27% being brown and only 4% black and 2% yellow.

Regarding activities practiced on the remote islands, boat trips, bicycle rides, beach walks, trails, fishing, diving, beach sports such as soccer and volleyball were mentioned.

Most interviewees ( $n=69\%$ ) reported that they usually promote visits with their family, while another part ( $n=29.9\%$ ) usually visit the islands with friends and also have reports of trips on excursions.

The preferences regarding the islands visited are varied given that a significant part of the people interviewed ( $n=27.6\%$ ) during the tourism period informed that they visited more than one island, however the most cited were Superagui (12.23%), Amparo (7.14%) and Piaçaguera (5.10%), and in a smaller proportion others were also mentioned, such as: Ilha do Cardoso, Ilha Rasa, Ilha da Cotinha, Ilha Teixeira, Ilha das Peças and Ilha das Cobras.

The reasons that led tourists to visit the islands also varied, however contact with nature classified as intact in these locations were the most cited as positive factors (Table 6).

Table 6. Main reasons that lead people to choose the remote islands as a tourism option (% citation)

Classification	Positive impact factor	Relevance index rate
1	Contact with intact nature	22.80
2	Beauty of the islands scenery	15.20
3	Gastronomy on the islands	12.70
4	Difficult to access and unexplored location	10.70
5	Meet new places	8.10
6	Tranquility on the islands	7.10
7	Opportunity to experience different cultures	6.40
8	Leisure	6.40
9	Escape from the stressful routine	5.30
10	Outdoor activities	5.30

With regard to the major difficulties that limit tourists to visiting the islands, the smaller portion of interviewees (n=23%) reported that there are no problems and that the issue of tourism in remote islands is precisely what attracts their visits to these locations, however, for the majority of interviewees (n=77%) there are dissatisfactions generated due to the difficulties that arise even before getting to the islands (Table 7).

Table 7. Limiting factors and factors that limit people to choose the remote islands as a tourism option (% citation)

Classification	Negative impact factor	Relevance index rate
1	Few times available to travel to remote islands	20.30
2	High cost to visit	18.90
3	Inns not prepared for long periods of adverse weather	12.80
4	Lack of internet signal	11.00
5	Insufficient minimum infrastructure (piers, markets)	9.04
6	Few transportation options to travel to the islands	7.01
7	Lack/insufficient parking for cars at the departure points	6.45
8	Lack of tourists guide	5.54
9	Lack of cellular network access	5.02
10	Medical assistance difficult access	3.94

Question with multiple answers

Regarding safety on the islands, the vast majority of interviewees (n=82.7%) consider the islands a safe place to visit with the family. The results showed that in relation to the type of accommodation that these interviewees prefer to use, the majority represented by 77% of the interviewees prefer to use inns, while 10% prefer camping and 13% prefer other types of accommodation, such as a friend's house.

#### 4. Discussion

Tourism in Brazil is practiced by a large white majority, a similar situation was observed in the present study, when blacks, browns and yellows were the minority among visitors, the historical issue of these groups of people could be the explanation for the low presence, Matos (2022) describes that this group of people earn up to 40.2% less than whites per hour worked, allowing this situation to have a lowest visitation rate.

The frequency on the access to the remote islands on the coast of Paraná is varied, and majority of the time did not abide a direct correlation between the factor and the evaluated class, as in the case of income, age, gender, among others, however two classes of tourists showed a higher frequency, the group of single people, as well as the group of postgraduate people.

The greater presence of single people in tourism on remote the islands, shows behavior similar to that already reported by Sebrae (2022) that describes the rise of tourism for this class in Brazil and follows the post-pandemic global tourism movement, which brings a strong resumption of travel, in addition to a trend towards segmented tourism that is aimed at specific audiences such as single people, still according to Sebrae (2022) this class of tourist spends an average of R\$ 2,000 to R\$ 5,000 per trip, and it constitutes a niche that can be well harnessed by all segments of tourism in all regions of Brazil. In this context, given the relevance to the segment, it is necessary that the managers of the reception locations understand the main characteristics of this public, as

well as what is relevant in their travels and, based on this fact, propose activities that can serve as an attraction for this class of tourist.

The greater presence of people with postgraduate degrees in tourism in these remote islands reflects what is reported by the Ministry of Tourism of Brazil (2022), which states that as the level of education increases, so does the average income and the more educated the individual, the more likely he will be to practice tourism. A similar situation was reported for the coast of Paraná by Anacleto et al. (2013) that, however, safeguard in addition to traveling more, this class of tourist demands a higher quality of the service provided, a situation highlighted as insufficient among the interviewees who do not perceive the cost-benefit ratio as a positive factor for loyalty in tourism in these remote islands.

The ratio of the cost of tourism in relation to the benefit perceived by the client, with the exception of those people whose financial issue is not a concern, is valued and considered a decision-making condition for most tourists in the world, it is understood by a good cost-benefit ratio in tourism the personal judgment that relates the feeling of satisfaction to the amount paid for the tourism services received.

The study revealed that, in the general context, the vast majority of tourists on the remote islands showed some kind of dissatisfaction with this kind of tourism in the region described. According to Kotler and Keller (2006), satisfaction can be more assertively described as a feeling of pleasure or disappointment resulting from comparing the expected performance of the product or service received in relation to the person's expectations. It can be said that all people who access products or services have expectations about performance, so satisfaction is the expected result, that is, satisfaction is defined here as the post-consumption evaluation that a chosen alternative meets (or) exceeds personal expectations.

The dissatisfactions pointed out by the interviewees, in sum, are associated with the cost, but not the cost in terms of monetary value, but to the low quality of the service offered and the benefit received, especially due to the high costs of services related to vessels, accommodation and food that are not classified as consistent with the service received. It is possible to state that these more distant locations have a lack of basic essential services offered, in which it is noted, the presence often of installations and accommodation without adequate conservation, irregular boats and few food options.

The main purpose of those who offer tourism infrastructure is to have a minimum quality in order to meet the multiple needs of customers, Anacleto et al. (2022) describe that the satisfaction of needs can be greater than just the economic issue and can integrate a group of factors that involve the economic and of course, but also psychological and social factors that may be implicit in the scale of values used by the tourist for their individual satisfaction.

Thus, it appears that the scenario of dissatisfaction with this modality of tourism is altered, possibly with the application of resources that can generate better infrastructure conditions. However, this question has two variables to be analyzed more in depth.

The first is that most of the entrepreneurs who offer this type of tourism on the remote islands are undercapitalized and do not have the financial resources to invest in new facilities or more modern equipment desired by customers. For these families, access to credit in larger amounts is most often impossible given that they do not own the islands and many of the islands have construction restrictions, this set of situations limits the self-capacity of the entrepreneurs to improve the offer of tourism in the remote islands.

The second issue to be analyzed in this regard, deals with the lack of investment by public entities to implement improvements in infrastructure on the islands and thus boost tourism and promote loyalty to tourism in these regions, even though tourists are obliged to bear the higher costs, but if the quality of the service is higher, the levels of satisfaction can be increased.

Tourism in remote islands on the coast of Paraná initially presents barriers to consumption, despite the favorable scenario being a motivating factor for the tourist, when searching for services, the consumer is faced with difficulties such as the few schedules and high prices of transportation to the Islands. In this aspect, two factors must also be considered, the first is that the price according to Mattar (2001) is in any economic activity the first attraction or obstacle for the choice and definition of consumption, the decision-making process for consumption depends intrinsically on the motivation that the consumer receives from the external environment and the perception that he may come to have of the levels of influence in the satisfaction of his desire, and the situation created externally will define the attitude of purchase or rejection, in this context the price may be acting as an inhibitor of the increase in the frequency of current tourists or even being an impediment for people to have the first experience in these locations and that later, could be transformed into a habit of tourism.

The other matter to be analyzed regarding the difficulties and low availability of transportation schedules, this issue may be acting as the strongest influence in the decision-making process of non-tourists in these locations, configuring one of the first obstacles to overcome in raising the number of people in the frequency of these islands.

Kotler and Keller (2006) highlight that if the consumer sense barriers to consumption, and if these barriers are decisive, the power of substitute products or services starts to act in an immediate manner, Anacleto et al.

(2022) point out that specifically for the case of the coast of Paraná, Ilha do Mel is apparently the main substitute tourism service for visiting remote islands, with great capacity and agility of transportation, with variations in the type of accommodation and prices offered that can be accessed by all social classes, Ilha do mel becomes a dominant competitor in the fight for the number of tourists seeking islands in the region.

Anacleto and Negrelle (2019), analyzing other regional products, suggests an alternative to expand the market potential in relation to the supply, and suggest that demand can initially be altered based on the price, which would have the function of greater incentive in the first tourist visit. This tactic is called a penetration strategy, which can be applied aiming a rapid market insertion, using the offer price with an average below normal. Thus, in view of the lower price, from the customer's side, it awakens the curiosity for the visit to these locations that offer much beauty, and thus, later on, the barrier of waiting for a few transportations may appear to be lower for tourists. The relevance of this influence lies in the understanding that the satisfaction of the need or desire carried out at satisfactory levels can lead to a new cycle of desire formation for the same product, breaking the resistance to visit the remote islands.

The development of tourism, as recommended by Burbano et al. (2022) must consider, in addition to the environmental aspects already mentioned, the social aspects that can also promote improvements in the lives of the population, meeting the wishes of tourists linked to sustainable development and preserving the natural scenery of these islands. The adoption of this strategy, however, should consider prices that are valued to be high enough to provide profit to those who offer tourism and sufficiently low for acceptance of tourists to awaken the desire of experimentation.

## 5. Final Considerations

The main reasons that led tourists to visit the remote islands were the contact with intact nature, the beauty of the island's scenery and the gastronomy on the islands.

The study revealed that, similarly to a worldwide trend, single people had an average number of visits much higher than the other assessed classes, with regard to marital status a moderate trend was also observed, as the level of education increased, the frequency of visit to the remote islands increased.

The greatest difficulties that limited tourists to visiting the islands were the few available transportation schedules, the high cost of the visit and the inns classified as not prepared satisfactory to accommodate.

The interviewees do not have the financial resources to invest in improvements, nor do they have access to the financing system for tourist reception structure improvements. Faced with the assertion of most tourists that the cost-benefit ratio is not satisfactory, the strategy of market penetration and expansion emerges as an alternative, reducing the price that may awaken the curiosity in the tourists for the visit and thus later the barrier of waiting for transportation can appear smaller to tourists. The adoption of this strategy, however, must consider prices that are valued to be high enough to provide profit to those who offer tourism, and low enough for acceptance by tourists to awaken the desire for experimentation.

The study revealed that blacks and browns were the minority among tourists on the remote islands off the coast of Paraná, however it was not possible to determine the causes of this situation, it is recommended that further research be carried out in this regard so that one can better understand the trend described.

The research allowed us to observe that tourism in remote islands may become a viable alternative for families residing in these places to survive, however, it is urgent to carry out new studies in order to know the anthropic impacts caused in these places.

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