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SOCIAL INDICATORS OF TOURIST ACTIVITIES IN MATO GROSSO DO SUL

INDICADORES SOCIAIS DAS ATIVIDADES TURÍSTICAS EM MATO GROSSO DO SUL

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Abstract

The objective of the research is to analyze the behavior of social indicators for the labor market of tourist services in Mato Grosso do Sul. For this, the methodology used was: Social Assessment of the Life Cycle - LCA, in which it constitutes a new internationally recognized approach to social research on the production of products and services. It is observed that the advantage in the use of LCA is the possibility of studying specific stages in the life cycle of a given product or service or its entire productive chain. The analysis period was between 2006 and 2015, using secondary data on formal employment, obtained from the Annual List of Social Information and Social Security. The indicators selected for use were extracted from UNEP / SETAP (2009; 2011). Among the research findings, it can be observed that the behavior on the existence of wage differences between men and women was maintained, a common situation in the country. When considering that Mato Grosso do Sul borders with other countries like Paraguay, there was a need to know if there are wage differences as well, between Brazilians and non-Brazilians, the results indicate that there are differences. In addition, there was a reduction in unionized employees in the activities studied and the risk of work activities increased during the analysis period. Thus, it is believed that there is a need for investment in tourism sector enterprises, in activities that contribute to improvements for employees, as a measure of social responsibility.

Keywords: Tourism. Environment. Social Life Cycle Assessment.

Resumo

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O objetivo da pesquisa é analisar o comportamento dos indicadores sociais para o mercado de trabalho dos serviços turísticos em Mato Grosso do Sul. Para isso, utilizou-se a metodologia: Avaliação do Ciclo de Vida - ACV, em que se constitui em uma nova abordagem, reconhecida internacionalmente, referente às investigações sociais sobre a produção de produtos e serviços. Observa-se que a vantagem no uso da ACV é a possibilidade de estudar fases específicas do ciclo de vida de um determinado produto ou serviço ou todo o seu encadeamento produtivo. O período de análise foi entre 2006 e 2015, sendo utilizados dados secundários, sobre o emprego formal, obtidos na Relação Anual de Informações Sociais e na Previdência Social. Os indicadores selecionados para uso foram extraídos da UNEP/SETAP (2009; 2011). Dentre os achados da pesquisa, pode-se observar que se manteve o comportamento sobre a existência de diferenças salariais entre homens e mulheres, uma situação corriqueira no país. Ao considerar que Mato Grosso do Sul faz fronteiras com outros países como o Paraguai, houve a necessidade de se conhecer se existem diferenças salariais também, entre brasileiros e não brasileiro, os resultados indicam que há diferenças. Além disso, houve a redução de funcionários sindicalizados nas atividades estudadas e o risco das atividades laborais aumentou, no período de análise. Assim, acredita-se na necessidade de investimento dos empreendimentos do setor turístico, em atividades que contribuam com melhorias para os funcionários, como medida de responsabilidade social.

Palavras-Chave: Turismo. Meio ambiente. Avaliação Social do Ciclo de Vida.

Introduction

It is observed that approximately 40% of the tourist attractions in the State of Mato Grosso do Sul are natural and ecological. In 2012, the sector recorded the use of its services in the state by 1,603,722 tourists. It is believed that investments in tourism activities can contribute to the diversification of the economy, considering that, in partnership with agriculture and agroindustry, this made it possible to increase the tertiary sector. In 2012, this set of activities contributed to the collection of 78.37% of the Tax on Circulation of Goods and Services - ICMS. This state revenue is responsible for the payment of different public services performed by the state to meet the needs of the population. In addition, the region, which is characterized by the Pantanal biome, is considered a highlight for the use of space for tourist activities, due to its environmental diversity and scenic beauty (SECRETARIA DE ESTADO DE ENVIRONMENT AND ECONOMIC DEVELOPMENT, 2015).

On the other hand, the attention given to issues related to social responsibility is considered growing, as well as the way companies operate in society. This increase in interest is due to the fact that corruption linked to companies has been reported more frequently in recent years and government laws and market rules are not effective to contain this problem (BERGAMASCHI; RANDERSON, 2015). The concept of social responsibility has changed over time and in line with the area of knowledge that studies it. Thus, elements such as quality of life, collective interests of society, conservation of resources and leverage of profits, are factors that started to be considered in the decision-making carried out in organizations (POPA, 2015). However, social responsibility is conceptualized as the use of different resources of the organization for collective purposes, which result in meeting the expectations of individuals about the company (FREDERICK, 1979). The guiding question of the research is: – *How is the social aspect of tourist activities carried out in Mato Grosso do Sul characterized?* This questioning points to the objective of analyzing the behavior of labor market indicators related to the inputs of the tourism services production chain in the respective state.

For this, the Social Life Cycle Assessment (S-LCA) methodology was used, considered a new initiative to analyze the existing social characteristics in the production of products and services. This methodology was inspired by the Environmental Life Cycle Assessment, which diagnoses possible environmental impacts in production chains, for example. The data used in this research were collected in the Social Information Annual List - RAIS, which is linked to the country's formal employment, for the different economic activities developed. In addition, the information provided by Social Security issued by the Social Security Technology and Information Company – DATAPREV was also used. The indicators were selected based on the indication made by UNEP / SETAP (2009; 2011).

Tourism contributions to Regional Development

Tourist activities constitute a market with horizontal chaining characteristics, which act in an interconnected manner (TRINDADE, 1998). Its activities are diversified, and may include different attributes, depending on the resources available in the locality in which it is being developed, which allows different regions of Brazil to take advantage of these practices to generate economic resources, in such a way that tourism can include rural, environmental, business, cultural, historical, sport, fishing, adventure characteristics, among others. It is noted that the policies developed for this market have the central objective of reducing the existing poverty in the country and, still, carrying out the process of social inclusion. Thus, there is a collective effort to internalize tourist activities in Brazil, based on its diversification. In addition, there is a commitment to increase national consumption of tourist services and products and attract foreigners, with the same purpose. Resulting in the improvement of the living conditions of the Brazilian population, via an increase in monetary resources (MINISTÉRIO DO TURISMO, 2010).

Among the benefits that tourist activities can provide in relation to poverty reduction is the generation of jobs and local income (DURHAM, 2008; HOEFLE, 2016). These activities, when developed in rural areas, help to reduce rural exodus, by generating resources that complement the income of rural landowners, assisting in their socioeconomic development and in preserving cultural elements of communities, reducing the need for family members to become involved. move to urban space to find ways to survive (SCÓTOLO; PANOSSO NETTO, 2015; FAGUNDES; ASHTON, 2016). In addition, in most cases, small tourism enterprises purchase products produced in the place or in the region in which it is located, also benefiting the urban space. This measure increases the income multiplier effect and helps in the development of the region (ANTHOPOULOU; MELISSOURGOS, 2012).

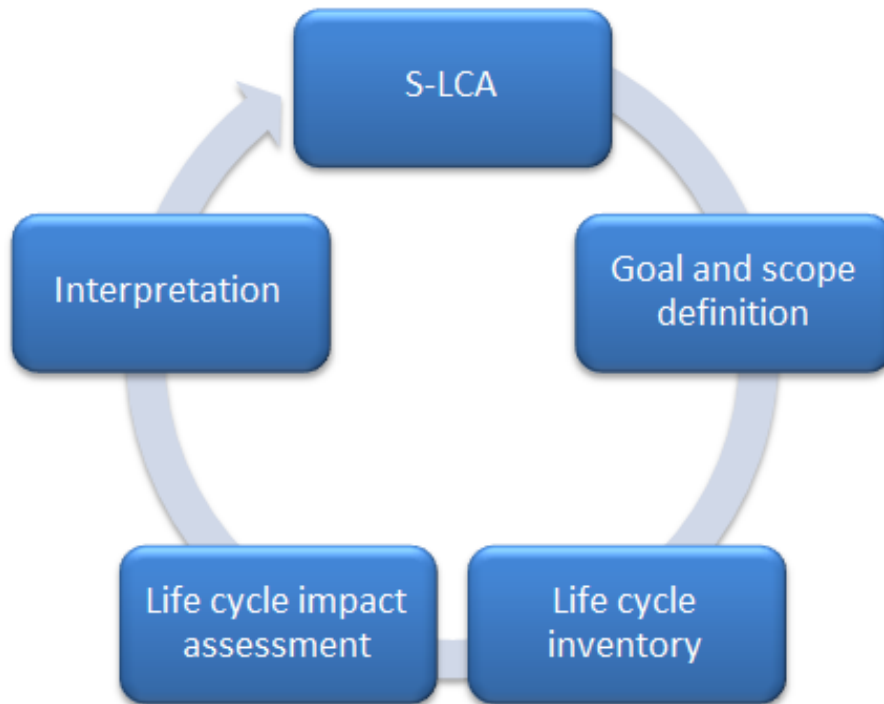
It is worth considering that the economic growth, in this case, originating from the tourist activities carried out on the site, is not a sufficient condition for the development of this location to occur. However, this growth is a necessary condition for the possibilities of the place to overcome the existing poverty and, also, for the conditions to produce a decent standard for the people (OLIVEIRA; LIMA, 2006). In addition, previous research has demonstrated the importance of tourist activities as driving engines for the regional economy (MODESTE 1995; PLAZA, 2006; SHARPLEY, 2010). However, Faria (2012) points out that, for tourism activities to be successful as inducers of economic development, there are conditions that need to be taken into account. These are the diversification of activities carried out on the site and, also, the fulfillment of the existence of conditions for tourist practices.

Methodological Procedures

The focus of the research is concentrated on the social aspects involved in the inputs present in the tourism production chain, as in this link are concentrated the Private Natural Heritage Reserve - RPPNs that act as providers of tourist services. Thus, the economic activities of tourism chosen for data collection are those indicated by IBAMA (2009).

Social Life Cycle Assessment (S-LCA)

The LCA is a consolidated methodology, mainly for environmental issues (UNEP / SETAC, 2009, 2011). Specific to the S-LCA (Figure 1), it seeks to assess the social or socioeconomic aspects related to a particular product or service (UNEP/SETAC, 2011). S-LCA is considered a new way of evaluating the social characteristics present in the production chain (JØRGENSEN, 2013; MACOMBE; LOEILLET, 2013).

Figure 1: Steps for using Social Life Cycle Assessment

Source: Prepared by the author from UNEP/SETAP (2009).

The stages are characterized as: I- objective and scope: motivation and approach of the adopted modeling; II- life cycle inventory: identification of input and output data included in the activity developed; III- life cycle impact assessment: association of the life cycle inventory with impact categories; IV- interpretation of the life cycle: creates a relationship between the two previous categories, in order to identify possible recommendations on the analysis carried out (UNEP/SETAP, 2009).

Characterization of S-LCA for Tourism in Conservation Units for Mato Grosso do Sul

The development of the S-LCA is related to those interested in the organization and its respective subcategories of impact. In this research, the subcategories of worker impact are considered, that is, the indicators are related to the people who develop work activities in the companies (Figura 2).

Figure 2: Subcategories of Impact (Social Indicators) for the worker

Source: Prepared by the author from UNEP/SETAP (2009).

Each subcategory consists of information that helps in the development of the S-LCA. Following the steps listed, the scope of the S-LCA was carried out using the codes of the National Classification of Economic Activities - CNAE, version 2.0 class, for conservation units, indicated by the Brazilian Institute of the Environment and Natural Resources - IBAMA (2009), plus the activities of botanical gardens, zoos, national parks, ecological reserves and environmental protection areas. This increase refers to the proximity of economic activity to conservation units. Unfortunately, specific information about RPPNs is not available, but, based on IBAMA's indication (2009), it is possible to have an overview of the conservation units that can develop tourist activities in their spaces, including RPPNs. CNAE information is available in Table 1.

Table 1: CNAE Codes for Tourism

CNAE Code	Activity
5510-8	Hotels and similar
5590-6	Other accommodations not otherwise specified
9321-2	Amusement parks and theme parks
9103-1	Activities of botanical gardens, zoos, national parks, ecological reserves and environmental protection areas.

Source: IBAMA (2009, p. 35).

To carry out the CNAE, information was collected for the elaboration of the Social Inventory of the Life Cycle, using secondary data provided by the Ministry of Labor in the document entitled Social Information Annual List - RAIS, and Social Security data issued by the Social Security Technology and Information Company – DATAPREV. Both information refer to the state of Mato Grosso do Sul, corresponding to the period from 2006 to 2015 and 2006 to 2014, respectively. During these periods, the use of the CNAE 2.0 class begins, and there the latest information on the subject is obtained. Thus, the impact subcategories analyzed in relation to the worker were recorded in the table below:

Table 2: Subcategories of Impact Analyzed for Workers - social indicators

RAIS		
Impact Subcategory	Information Inserted in the Inventory	Analysis
Fair wages	Monthly pay	Average annual salary
work hours	Hours worked per week	Average working hours range
Opportunities	Employee frequency by sex	Thematic map
Equal / Discrimination	Average salary and sex	Percentage of participation in the average salary
	Average salary and nationality	Relationship between average salary and education
	Average salary and education	
Social Benefits / Social Security	Contributor to the Social Security Institute	Number of rural and urban contributors
Freedom of Association and Collective Bargaining	Unionized and non-unionized individuals	Cumulative frequency
DATAPREV		
Health and safety	Degree of risk of the profession	Information history, according to legislation
	Accidents at work	Cumulative frequency

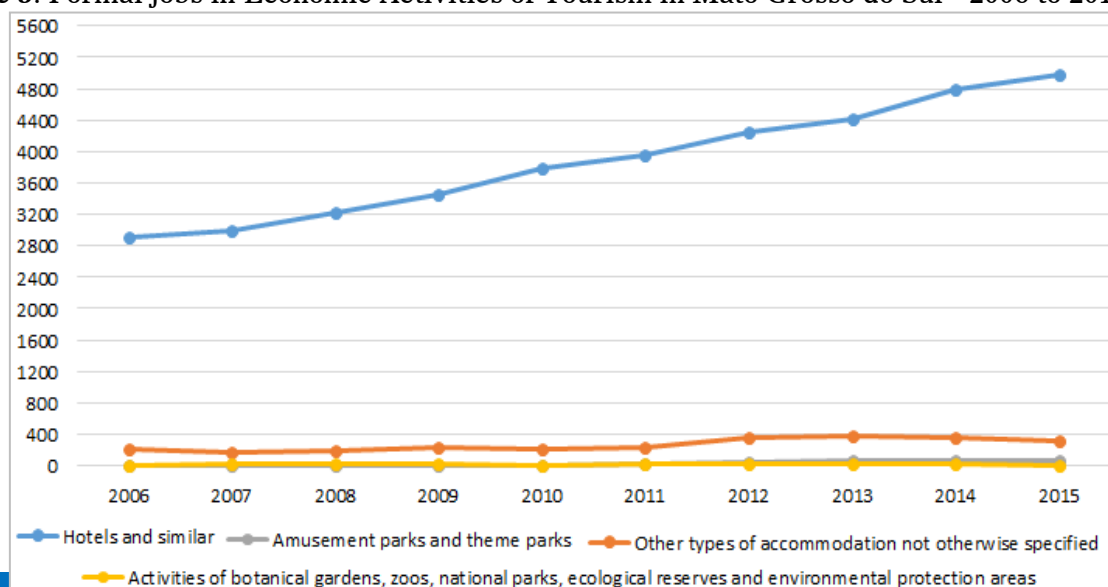
Source: Prepared by the authors (2017).

Each of these subcategories helped in the formation of the social inventory of the life cycle. The comparison between the data collected was based on the methodology of Franze and Ciroth (2011). This methodology uses a *chec-klist* to compare two organizations. In this research, the economic activities of each element considered in the subcategories were compared, classifying the information on a color scale into four levels. Thus, the darker the color, the better the information in the subcategory. The information entered in the inventory, in each impact category, is considered the components of the check-list.

Results and Discussion

Social characterization of tourist activities in Mato Grosso do Sul

Figure 3 shows the distribution of the number of formal jobs per year, for the period specified in the survey:

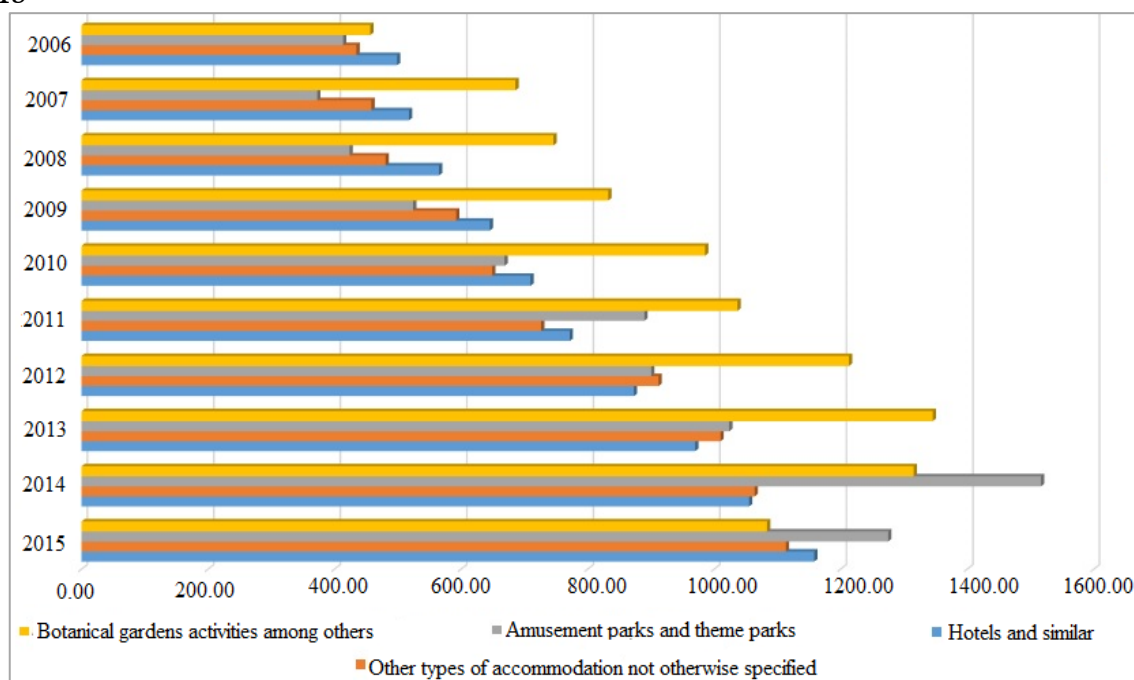
Figure 3: Formal jobs in Economic Activities of Tourism in Mato Grosso do Sul - 2006 to 2015

Source: prepared by the authors from Rais (2017).

The numbers of formal jobs are distinguished by economic activity of tourism in the state. Among economic activities, it appears that hotels and similar ones are responsible for creating the largest number of jobs. For Durham (2008), Stronza (2008) and Hoefle (2016), the contributions made by tourist activities to generate formal employment are linked to people living in the locations where the activities are developed.

Figure 4 provides information on average wages:

Figure 4: Annual average wages in R\$ for workers in the tourism sector in Mato Grosso do Sul - 2006 to 2015



Source: prepared by the authors from Rais (2017).

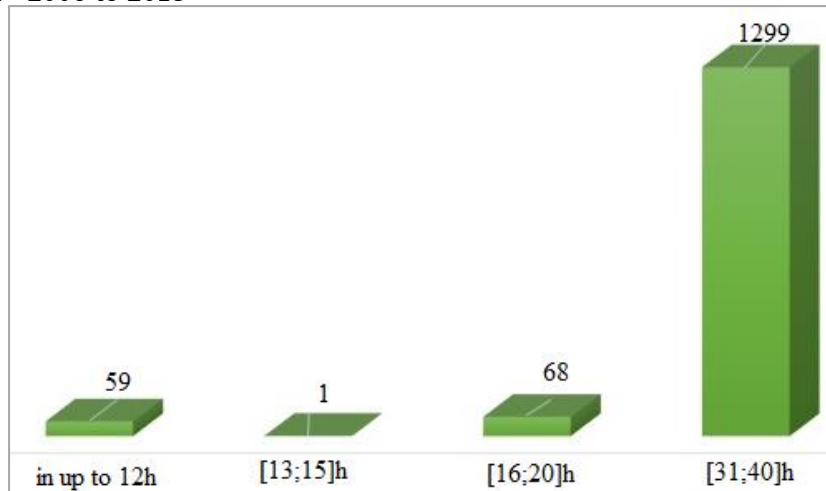
The average salary between 2007 and 2013, for the botanical garden activity, among others, is higher than the other economic activities. The difference between the values is greater than 50%, being its peak in 2011. In relation to the activity of amusement parks and theme parks, the percentage exceeded 80%. After that year, the average salary for employees at amusement parks and theme parks became different from others.

Regarding the time that employees work in the same job, the activity of hotels and similar ones had the highest concentration in 2015, in the period worked from 6 to 11.9 months. In the activity of other tourism services, the year with the highest concentration is the same, however, the period of time worked was up to three months. In amusement parks and theme parks, the years 2013 and 2015 show the same frequency, this being the highest in the activity in which the period worked corresponded to the interval of 3 to 5.9 months. In botanical garden activities, among others, the year is 2007, with a work period of 60 to 119.9 months.

Given the above, it is assumed, due to the short term of work activities, that there is a high turnover. One of the possible factors may be the salary paid to employees, considering that the longest period worked in companies (2007) is located in the best paid activity. In order for there to be improvements in the quality of tourism services provided, as indicated by Eichenberg and Silva (2013), it is necessary to reduce turnover.

Figure 5 shows the distribution of employees who work up to 40 hours a week, in which it can be seen that there is a predominance of hours between 31 and 40 hours of work.

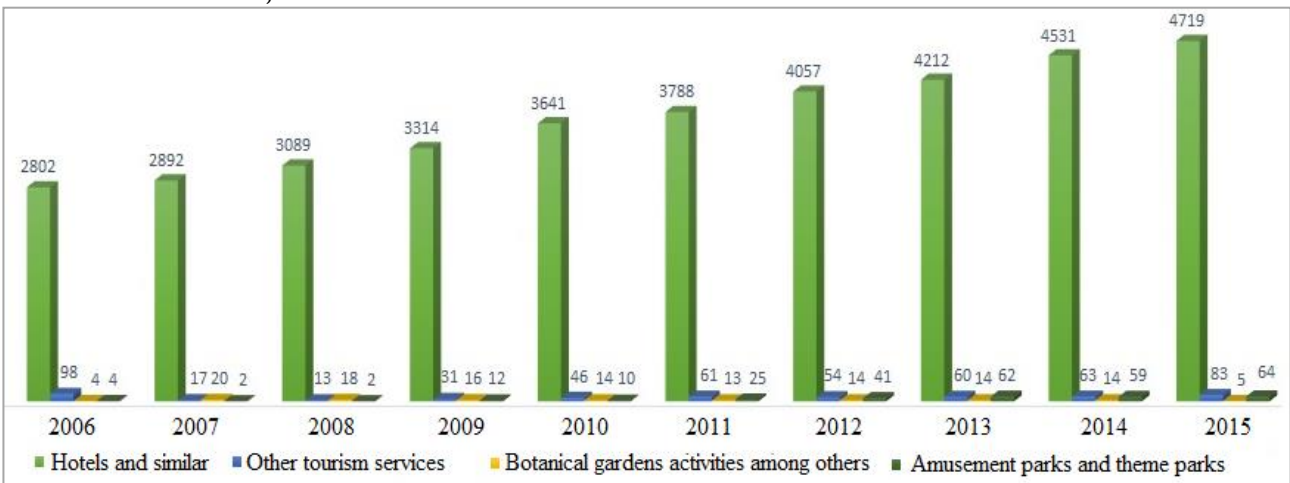
Figure 5: Distribution of employees by hours worked in companies in the tourism sector of Mato Grosso do Sul - 2006 to 2015



Source: prepared by the authors from Rais (2017).

Among the available time categories and less than 41 hours of work per week, four categories were identified. In most cases, professionals work in the economic activity of hotels and the like (98%). Figure 6 informs about the category of 41 to 44 hours per week.

Figure 6: Distribution of employees working in the tourism sector, in the time interval - 41 to 44 hours - 2006 to 2015, in Mato Grosso do Sul

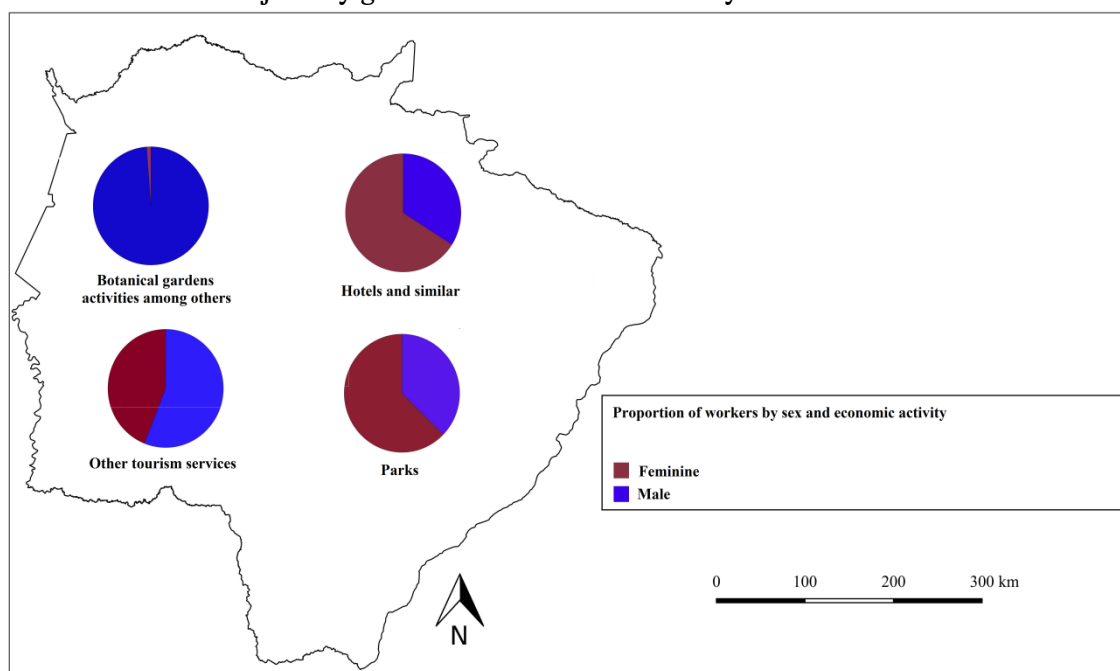


Source: prepared by the authors from Rais (2017).

The category of 41 to 44 hours of work is the one that has the highest frequency of professional activity and covers all economic activities in all the years analyzed. This workload is consistent with the Consolidation of Labor Laws - CLT, as this legislation defined a workday not exceeding 44 hours per week. No people were registered with a workload greater than 44 hours.

For the equal opportunities/discrimination category, the numbers of formal jobs for women and men were selected, and the values for the period of analysis were added (Figure 7).

Figure 7: Formal tourism jobs by gender and economic activity in Mato Grosso do Sul - 2006 to 2015



Source: prepared by the authors from Rais (2017).

The accumulated result by gender, for formal jobs, represents different scenarios. The difference between the participation of each gender may be related to the needs of economic activities, however, it should be noted that the activity of botanical gardens, among others, is the one with the best average salary in most years of the survey, and is the one with the lowest female participation. Table 3 complements the information on jobs by gender by portraying the percentage difference between the average salary for men and women, for the state of Mato Grosso do Sul, during the survey period.

Table 3: Percentage Participation of the Average Female Salary in the Average Male Salary, by tourist economic activity - 2006 to 2015

Economic Activity	06	07	08	09	10	11	12	13	14	15
Hotels and similar	81	8	82	8	84	8	8	8	83	8
Other accommodations not otherwise specified	89	9	91	9	96	5	4	8	81	4
Activities of botanical gardens, zoos, national parks, ecological reserves and environmental protection areas	93	7	53	6	58	5	6	5	65	6
Amusement parks and theme parks	211	8	96	8	117	9	8	8	112	8

Source: prepared by the authors from Rais (2017).

It is observed, with the exposure of the data, that, in most cases, the male gender has a higher average salary than the female gender. There was no equal pay in any situation. The activities in which the average female salary is higher, in some years, are related to amusement parks and theme parks. It is also observed that the activities of botanical gardens, zoos, national parks, ecological reserves and areas of environmental protection are those with the lowest percentages, that is, where the greatest difference in the average wage is noted. Considering the tendency for the expansion of tourist activities in the world, as pointed out by UNWTO (2011), it is evident that the wage differences between men and women need to be reduced and, consequently, extinct.

Another aspect observed is the average salary related to the nationality of individuals working in the tourism sector. In the state of Mato Grosso do Sul, this feature may be even more

interesting, due to the fact that it borders Paraguay. Table 4 indicates the relationship between the average salary of nationalities belonging to Latin America and Haiti, in relation to Brazilians. The locations were chosen due to their proximity to Brazil and the increased flow of immigration from Haitians to the country.

Table 4: Percentage Participation of Average Salary by Nationality in Average Salary of Brazilians, in tourist activities in Mato Grosso do Sul - 2006 to 2015

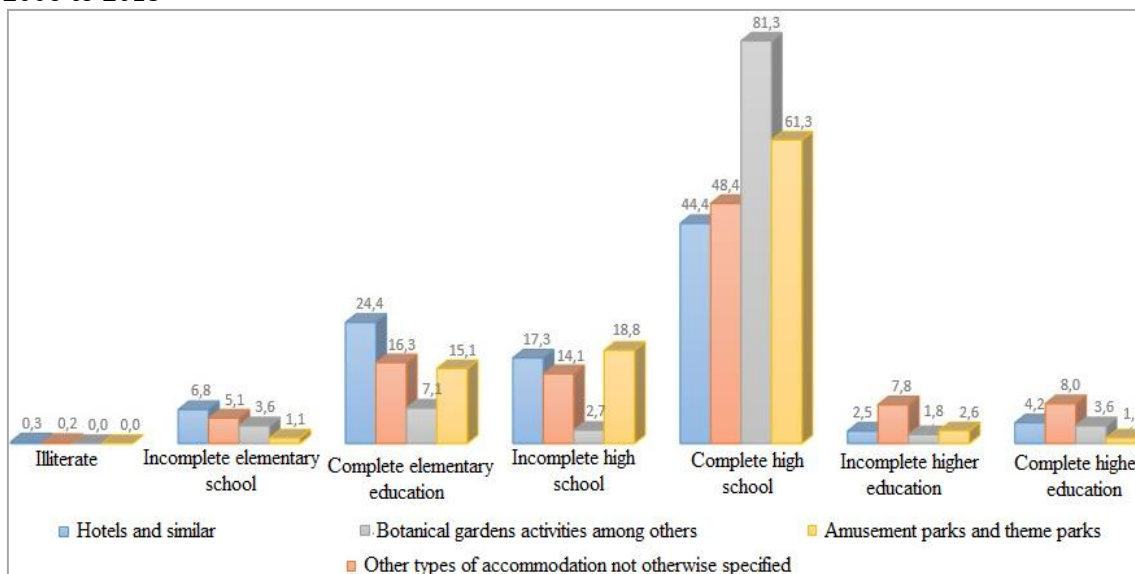
	0	0	0	0	1	1	1	1	1	1
Paraguay	6	7	8	9	0	1	2	3	14	5
Hotels and similar	7	7	7	9	8	8	8	7	8	8
Other accommodations not otherwise specified	6	7	7	5	1	6	4	7	83	2
Haiti	-	-	-	-	-	-	-	9	68	-
Hotels and similar	-	-	-	-	-	-	-	1	-	-
Outras Nacionalidades Latino-Americanas	-	-	-	-	-	-	-	-	-	8
Hotels and similar	-	-	-	-	-	-	-	-	93	4
Naturalized Brazilian	-	-	-	-	-	-	-	-	104	-
	-	-	-	-	-	-	-	-	-	-
								9		
Hotels and similar	-	-	-	-	-	-	2	-	78	-

Source: prepared by the authors from Rais (2017).

From the table it is possible to see that other nationalities operate in the economic activities of tourism, usually in hotels and the like. Among the work activities, it is clear that, in most cases, the average salary is lower than that paid to Brazilians. Only the category of other Latin American nationalities had a higher average salary. The variation in the average may be related to the region of the state where the activities were carried out by non-Brazilians.

Another aspect observed is the percentage of employees in each school stage, in the total period studied (Figure 8).

Figure 8: Percentage of employees by school stage in tourist activities carried out in Mato Grosso do Sul - 2006 to 2015



Source: prepared by the authors from Rais (2017).

From the figure, it is clear that there is the presence of employees at each stage of schooling, however the difference is in professionals with complete high school, which happens in all economic activities. Another factor to be considered is that the percentage of professionals with incomplete or complete higher education is lower than in other stages, such as those in incomplete high school or complete elementary school. These characteristics indicate that the school requirements for acting in the sector are reduced. In general, the few prerequisites necessary for the development of tourist

activities, as noted by Getz and Carlsen (2005) and Ateljevic (2005), are evidenced in relation to the educational background of professionals.

In Brazil, social security is based on three pillars: social security, social assistance and public health, as indicated in article 194 of the Federal Constitution. Among these pillars, social security is directly related to organizations. Table 5 shows the characteristics of the contributions made by the studied economic activities, through the employment relationship related to the CLT:

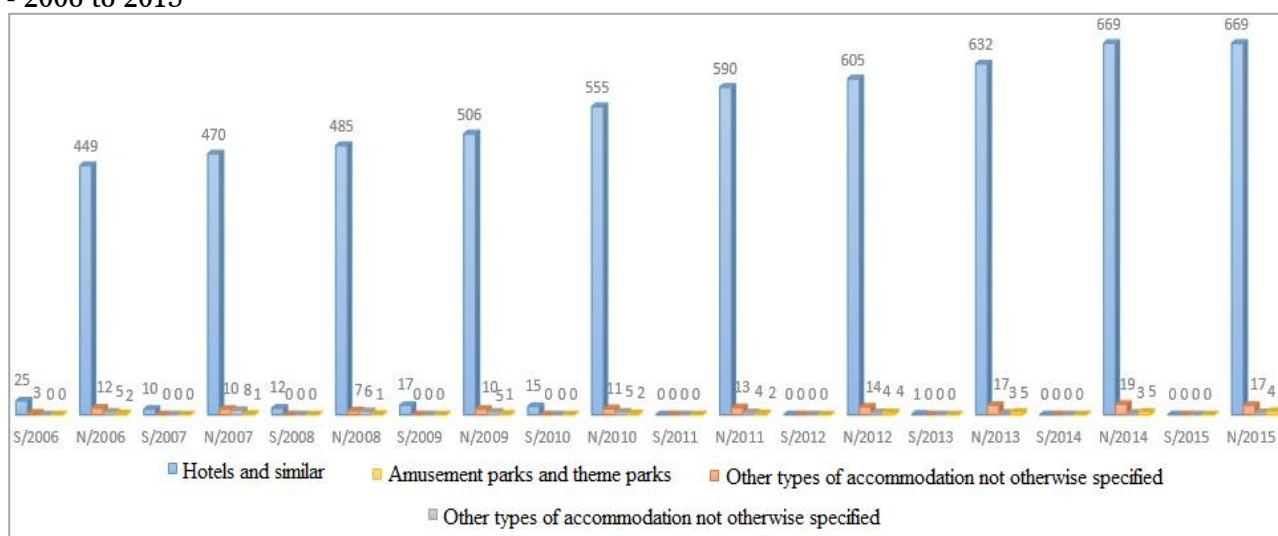
Table 5: Contributions to social security by tourism activity in Mato Grosso do Sul - 2006 to 2015

Economic Activity	06	07	08	09	10	11	12	13	14	15
Hotels and similar	2.889	2951	3.167	3.373	3.672	3.827	4.122	4.286	4.714	4.894
Other types of accommodation not otherwise specified	209	175	200	239	217	234	355	371	359	325
Activities of botanical gardens, zoos, national parks, ecological reserves and environmental protection areas	0	0	1	1	1	1	0	0	1	0
Amusement parks and theme parks	4	2	2	12	10	25	43	62	72	61

Source: prepared by the authors from Rais (2017).

The values in the table show that the form of hiring professionals working in the economic activities studied, in most cases, is linked to CLT and for an indefinite period of employment. The scenario indicates that there should be a payment of social security for retirement, however, the pressure from *stakeholders* on ventures, such as clients, in relation to social investments, described by Melé (2008), can be an alternative to improve this scenario, making it possible to disseminate information on the payment of other social benefits. The affiliation of professionals working in tourist activities in unions can contribute to advances in the benefits received by the category and in the mediation between the relationship between bosses and employees (Figure 9).

Figure 9: Participation in employees' unions for tourism activities carried out in Mato Grosso do Sul - 2006 to 2015



Source: prepared by the authors from Rais (2017).

In all economic activities, in the years studied, the number of non-union establishments is greater than those that participate in these activities. In addition to this fact, it follows that, for most of the period, the economic activity of hotels and the like is the one with the largest share. There are

benefits in the participation of unions in the category, but it has a cost for its members. Considering the average salary identified in economic activities, the cost of membership may be a reason for the low participation.

At first, the degree of accident risks for the economic activities studied was identified (Table 6):

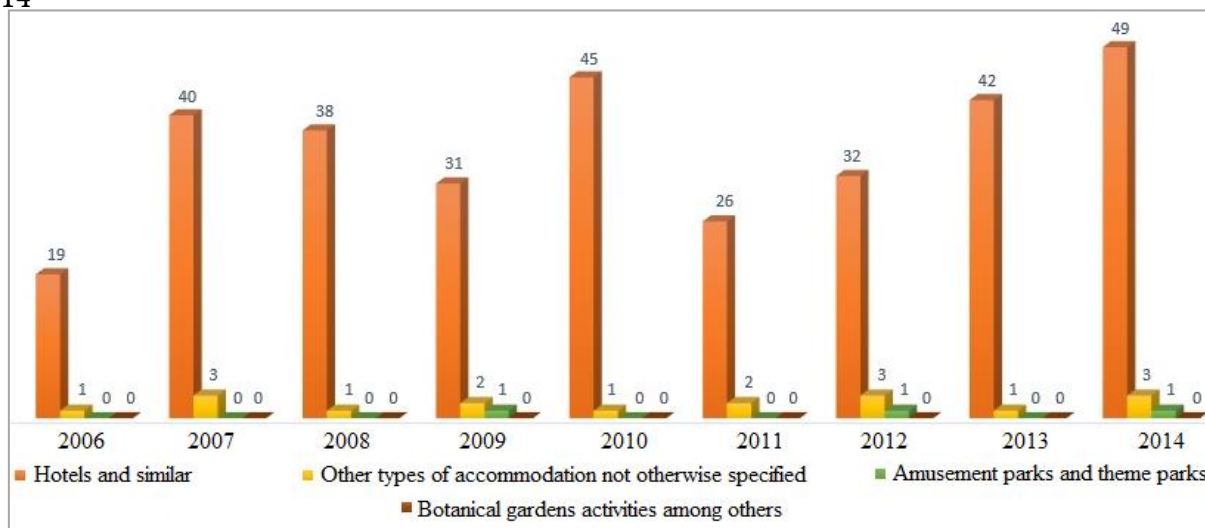
Table 6: Degree of accident risk by tourist activity - 2007 and 2008

Cnae Code	Activity	Decree 6042/07 - Degree of Risk	Ordinance no. 76 - 2008 - Degree of Risk
5510-8	Hotels and Similar	1	2
5590-6	Other types of accommodation not otherwise specified	1	2
9321-2	Amusement parks and theme parks	1	2
9103-1	Activities of botanical gardens, zoos, national parks, ecological reserves and environmental protection areas	1	2

Source: prepared by the authors from Brazil (2007; 2008).

It was observed that, over the course of a year, there was a change in the degree of accident risk for economic activities, making this higher and closer to the highest degree - 3. In addition, in this component of the inventory, the numbers of accidents were identified of work that occurred in the period from 2006 to 2014 (Figure 10):

Figure 10: Frequency of Accidents at Work by Economic Activity in Mato Grosso do Sul - 2006 to 2014



Source: prepared by the authors from Dataprev (2017).

The economic activity of hotels and similar activities concentrated the majority of accidents at work, with emphasis on the years 2007, 2010, 2013 and 2014, in which the frequency was higher in relation to other years. The highlighted years total numbers greater than 40 accidents at work. Greater investments in occupational safety can prevent these accidents.

Comparison of the social results of tourist activities in Mato Grosso do Sul

Figure 11 shows the comparison between the variables observed in the research, in order to identify the difference between the first and the last year of dissemination of social information about tourist activities in Mato Grosso do Sul. It is noted that the table is divided into two parts, this is due to the characteristics of the variables.

In the first part, it is observed that the greater the difference between the values of the last and the first year, the more the appropriate situation is considered, as it can mean advances for

tourism workers in Mato Grosso do Sul. These advances are related to increase in the amount paid for wages and months of work, which may indicate that workers have better conditions at the place of work activities and, therefore, stay for a longer period of time in the enterprise.

Other aspects observed are the increase in the number of people who contribute to social security and the number of union members. In relation to the first, it is observed that there was an increase in the number of contributors in each economic activity, in different proportions. The increase in security may represent that these individuals have greater financial security in relation to periods in which accidents at work and retirement occur. Differently, however, the number of union members was reduced in the period, which can be a negative indicator, since unions tend to articulate actions to benefit workers. In the economic activities of other types of accommodation not previously specified, and hotels and similar ones, negative results were observed in comparison to the number of union members resulting from the difference between the last and the first year. Thus, the best situation in relation to union members is related to those activities that maintained the number of union members, however, this scenario does not represent the ideal situation.

In the second part of the table, it is observed that the smaller the difference between the values of the last and the first year, the more appropriate the situation, considering that it can indicate situations of reduction of inequalities between workers. In addition, information on average salary and nationality was not included, as professionals with this characteristic were not identified in all economic activities. It can be noted that there are differences between the number of workers by gender and the average salary paid to employees. Regarding the average salary, gender and complete education, it can be seen that the smallest percentage difference between the first and the last year of the average salary, occurred in hotels and the like. It is observed that, for elementary and higher education, the percentage increase for females is slightly higher than that observed for males.

In addition, regarding the degree of risk of the economic activities studied, there was an increase, which may indicate the need for actions in favor of the safety of workers, considering that such activities have become more at risk. This mainly refers to economic activity in hotels and the similar, as it is the one with the greatest increase in the number of occupational accidents. economic activities studied, is the activities of botanical gardens, zoos, national parks, ecological reserves and areas of environmental protection. Even though it is not possible to identify the comparison in relation to Salary, Gender and Complete Education, due to the lack of information in 2006, the activity presents better results in a greater volume of observed variables, when compared to other economic activities.

Figure 11: Comparison between social data of activities related to tourism in Mato Grosso do Sul - 2007 to 2015

Difference between the value of the last and the first year	Economic activity			
	HS	PDPT	AJB	OTA
Impact subcategory: fair wages				
Salary*				
Months of work*				
Impact subcategory: Social Benefits and Social Security				
Contributor**				
Impact subcategory: freedom of association				
Unionized**				
■ Difference 4 ■ Difference 3 ■ Difference 2 □ Difference 1 → The greater the difference between the years, the better.				
Difference between the value of the last and the first year	Economic activity			
	HS	PDPT	AJB	OTA
Impact subcategory: work hours				
Impact subcategory: Equal Opportunities / Discrimination				
Gender**				
Salary and Gender*				
SGE***		////	////	
Impact subcategory: Health and safety				
Degree of risk**				
Accidents at work***				
■ Difference 4 ■ Difference 3 ■ Difference 2 □ Difference 1 → The smaller the difference between the years, the better.				
* Average, ** Number and / not eaten due to lack of information.				
HS: Hotels and similar; PDPT: Amusement and theme parks; AJB: Activities of botanical gardens among others; OTA: Activities of botanical gardens among others and SGE: Salary, Gender and Complete Education.				

Source: prepared by the authors from RAIS (2017) and DATAPREV (2017).

For Kanji and Chopra (2010), society started to observe organizations based on economic, social and environmental biases. This change was due to globalization and the ease with which people started to access information. This perception makes it possible for new requirements to be made for a particular product or service to be purchased. Thus, companies need to invest in actions that differentiate products and services in the market, so that these products become competitive. In this context, social responsibility must be a factor considered for making investments.

Moyeen and Courvisanos (2012) emphasize, however, that investing in social responsibility requires undertaking actions to monitor the execution of the project determined for this practice. There are factors that can distort the planning of actions. Therefore, companies need to pay attention to the importance of these projects and evaluate the results generated, identifying possible improvements to be made. In addition, regarding the tourism sector, Park et al. (2017) consider that there is a need for further investigations on the return of these investments for organizations. Despite this need, Ma et al. (2017) point out that, in other sectors, companies' decision makers perceive investment in social responsibility as a way to leverage the marketing of their products. Thus, marketing actions for the disclosure of these investments can help information to reach customers and, thus, encourage the acquisition of products of a certain brand.

Final Considerations

The objective of the research was to analyze the behavior of social indicators for the labor market of tourist services in Mato Grosso do Sul. For this, the methodology of Social Assessment of the Life Cycle was used, the variables were selected for each subcategory of impact, constituting the

social inventory from the information collected in Rais and Dataprev, period 2006 to 2015 and 2006 to 2014, respectively.

Among the selected economic activities, hotels and the similar is the one that has the greatest contribution in relation to the number of establishments and formal jobs created in Mato Grosso do Sul. Its concentration of workers is among those who receive between one and one and a half minimum wages, as well such as economic activity amusement parks and theme parks and other activities, differentiating from the botanical gardens activity among others that have the concentration of employees in a greater range of pay.

In addition, it was noticed that the CLT is complied with in relation to the workday, in which most employees work 44 hours a week. It was observed that, in most cases, work activities are carried out by women, with the exception of botanical gardens, among others. However, the average male salary is higher than that of women, as well as, in most cases, compared to the average salary paid to Brazilians and foreigners. Both cases can represent forms of discrimination. It was found that most employees have high school education. The payment of social security has increased over the years surveyed.

Regarding unionization, a reduction in the number of employees who choose to be unionized was identified. This information may mean a reduction in the participation of unions in the tourism sector. It is believed that this collective action tends to contribute to the claim for better working conditions. In this way, the reduction of people who contribute to the functioning of the unions can be negative. Still, it was observed that the health of the worker in tourism activities, needs care in relation to the prevention of occupational accidents, due to the increased risk of work. The data indicate the frequency of occupational accidents and that they are increasing, mainly in activities carried out in hotels and similar ones.

It can be seen that tourism organizations can invest in social actions that contribute to the quality of the employees' work environment, observing wage differences, health care and encouraging participation in unions, among other actions that enable the journey of work brings greater benefits to those who contribute to the development of enterprises, dedicating many hours a week to customer service and, consequently, to the formation of profits in the company.

As an indication for future research, there is a need to apply qualitative research, with collection of primary data to identify the perception of managers about the need to invest in social responsibility in this sector and to know other measures that are carried out individually, according to the characteristics developments.

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