

Touristic Transportation in the Paquetá Island: feelings, discoveries and motivations

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Abstract

This study discusses the concepts of tourist experience, presenting the serendipity experience during tourist practice and the experience economy project launched by Sebrae and the Ministry of Tourism. Besides presenting Paquetá Island's geography along with its history, this study presents the outline of the horse-drawn cart issue from 2010 on. Lastly, Paquetá's touristic and landscape collection is identified. As a conclusion, the field research demonstrated that motivation, memories and feelings experienced by tourists during the island visitation are created by the possibility of getting to know the Island's natural attractions and curiosities, of doing a cultural tour with relatives, of leisure practices and photos, and not by the use of transportation.

Keywords: Experience, Paquetá Island, Transportation.

Resumo

Transportes turísticos da Ilha de Paquetá: sensações, descobertas e motivações

O trabalho aborda a conceituação da experiência turística, apresentando a vivência da serendipidade durante a prática turística e o projeto da economia da experiência lançado entre o Sebrae e o Ministério do Turismo. Além de apresentar a Ilha de Paquetá a partir de sua geografia em conjunto com sua história, mostra-se o panorama da questão das charretes a partir de 2010. E, por fim, o acervo turístico e paisagístico de Paquetá é identificado. Como conclusão, a pesquisa de campo demonstrou que a motivação, as lembranças e as sensações obtidas pelos turistas durante a visita à ilha são geradas pela possibilidade do conhecimento de curiosidades e atrativos naturais da Ilha, realização de passeio cultural com familiares, práticas de lazer e fotos, e não pelo uso dos transportes.

Palavras-chave: Experiência; Ilha de Paquetá; Transportes.

Resumen

Transportes turísticos en la Isla de Paquetá: las sensaciones, los descubrimientos y las motivaciones

El trabajo aborda el concepto de la experiencia turística, con la experiencia de la casualidad durante el proyecto de la práctica de turismo y economía de la experiencia lanzado entre Sebrae y el Ministerio de Turismo. Además de presentar la isla de Paquetá, por la geografía, junto con su historia, muestra la visión general de la cuestión de los coches de caballos a partir de 2010. Y, por último, la identificación del turista

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y la recogida escénica de Paquetá. La investigación de campo ha demostrado que la motivación, recuerdos y sensaciones obtenidas por los turistas durante su visita a la isla, son generados por la posibilidad del conocimiento de curiosidades y atractivos naturales de la isla, la realización de recorrido cultural con la familia, actividades de ocio y fotos y no para el uso del transporte.

Palabras clave: Experiencia; Paquetá; Transporte.

INTRODUCTION

Paquetá Island's placidity has inspired composers and writers, soap operas scenarios and the construction of summer houses for governors of Rio de Janeiro. Such facts, added to the leisure and entertainment options, make the neighborhood an area with great touristic potential. According to Silva (2004), Paquetá has preserved and intact real state, having permanent buildings, preserved architecture and urban layout, which makes it belong to the group of places with unique traces and characteristics.

The specific goals of this study are to indicate habits, customs and cultural traces relived by tourists when using Paquetá's transportation; to point out the possible experiences, discoveries and feelings caused by the touristic transportation; to verify the conditions of transportations as attractions during the electric carts, electric taxis, train, paddle boat, and bicycle tours, and to consider it as tangible means that lead tourists to recall movie and literary moments, soap opera scenarios and places.

The bibliographical research was important for the study, since, at first, it contributed to the description and exemplification of the tourist experience, and, further on, it based the possibility of experiencing through the historical and conceptual context on which Paquetá Island is inserted. Renowned authors in the structural analysis field of tourism and tourist experience, as well as Paquetá Island's bibliographical historical and touristic gathering are approached, being used as the basis for a better understanding of the island's transportation. The studies were studied and thought of in order to be related to the research field and to provide the basis for the development of proposed ideas. To understand the relation between theory and practice, a site survey was performed with visitors after their arrival in Paquetá. It was also considered the users' ratings in the TripAdvisor website in comments and tips.

To cover the described proposal, the study was divided into five parts. This first one presents the initial remarks. The second part defines the tourist experience. Next, in the third part, Paquetá Island is presented, as well as the formation of its identity and the characteristics that can define it as an area for leisure, tourism and entertainment. The fourth part reports the site survey, as well as its results. Lastly, the last part presents the final remarks.

TOURIST EXPERIENCE AND THE SEARCH FOR NOVELTY

Serendipity is characterized by the discoveries made by chance within the tourist activity, such as the art of living something that was not yet experienced

(Saldanha, Fraga & Santos, 2015). The origin of this concepts dates to the oriental tale "The Three Princes of Serendip," which tells the story of travelers making happy discoveries, without real goals. It is a kind of momentary state of mind in which the individual is open to experience, to sharpen imagination and to affirm the sense of curiosity. The success of a trip is proportional to the tourist's post-trip well-being in response to the monotony of the rushed daily lives in the contemporary world (Saldanha, Fraga & Santos, 2015).

By experiencing serendipity, the individual creates wings and rules, and alters traditional paths, living the fantasy, sharpening consciousness and imagination, and experiencing pleasure by being out of the ordinary (Saldanha, Fraga & Santos, 2015). It is a mixture between wit and chance, understanding signals, interpreting them and making discoveries by expanding the knowledge horizon, with an open mind to differences, the unknown or forgotten, by going through new adventures and enjoying novelties. The discovery by chance is the assertion that, although something can be imagined during the trip, non-planned experiences will be remarkable and will be unforgettable because of the trip history enabled by the touristic operators through the touristic product planning. The travelling world is not directly connected, that is, when the tourist finds something unusual, it is common the increase in the number of tourists without plans or formal travel packages, that is, without the need for intermediators to plan their trips.

For Saldanha, Fraga and Santos (2015, p. 302), tourist destinations and attractions can be fertile ground for the occurrence of serendipity and it can be encouraged in the touristic market context. By observing the history of travel, it is possible to observe that between 1870 and 1940 there were changes in the travelling culture as it was incorporated into capitalism, making it popular among the masses. In the touristic field, the memorable experiences happen through the relation with the environment and with the cultural diversity. It is possible to note how the tourist will behave when he/she is in contact with diversity, when choosing to use means of transportation and the paths for access and mobility in tourist destinations (Saldanha, Fraga & Santos, 2015, p. 302).

There are many kinds of tourist experiences, among them the cognitive experience, based on local experiences, on the understanding of novelty and on social interactions, and the emotional experience, based on positive feelings, such as happiness and excitement. However, not all experiences are memorable and well-experienced by the tourists if the destination does not correspond to their expectations.

Tourist destination in the outskirts of cities can disappoint visitors when they discover the place is not very accessible and well-structured for tourist activities. In this item, it is important to highlight the importance of a good touristic transportation offer along with good support infra-structure to improve the image of the place, be it in islands, archipelagos, or mountains. Lastly, it is also important to develop the destination, stablishing criteria for regional competition.

Saldanha, Fraga and Santos (2015) affirm that it is possible to successfully understand the way memorable experiences and serendipity as transportation attributes can be explored, tracing paths different from traditional ones or even programmed in tours by travel companies.

An essential aspect of tourist activity is to offer to the demand a habit change, an unusual experience, which is not present in the tourist's daily life. According

to Trigo (2010, p. 35), the trip needs to overcome banality, the trivial, stereotyped and conventional aspects and to be structured as an experience that is born from the personal accomplishment of the traveler in search of moments and places that can enrich his/her history.

Krippendorf (2003) affirms that the individual becomes a tourist because of curiosity. Seeking for discoveries and knowledge in order to get out of daily life. This will to travel can come from the lack of leisure equipment or infra-structure close to the tourists' habitations, which leads them to external consolation. Thus, alongside with vacations and holidays, leisure travel can promote rest and the experience of seeing daily life differently.

The term used to personalize touristic products, considering as the main character the tourist who wishes to go beyond what is usually commercialized in travel companies and destination advertisement, not fitting into what is traditional and wishing to see the roots of the places visited, is called "tourist experience."

Understanding experience as an advantage to be offered to consumers was a significant advance in terms of market, but, as in many other studies and attempts to denominate or classify in the management and business field, the term was used as a superficial trend, which mostly neutralized the achievements made. (Trigo, 2010, p. 29)

Tourist activity is initiated by a pleasant shock that creates similarities to the tourists' previous experiences, to the extent that it can cause emotions by the present moment (Turner, 1989).

The experience is a way of representing what happens in daily lives, in which the individual feels the pleasure of being in places that differ to what is common to the ordinary. Tourism is created as a phenomenon comprised by social agents and by voluntary and leisure roundtrip movements, aiming to experience other cultural perspectives (Panosso Netto & Gaeta, 2010). The individual experience of a person at an urban or natural place is the result of a tourist experience. It has been verified that the tourism area is a wide field for the investigation of experience approaches. There are many feelings involved in a tourist activity: "oriented by a search for happiness, few activities may be so revealing – within its passion and paradoxes – as our trips are" (Botton, 2003, p. 17).

Still according to Turner (1989), there is the need to better understand the meaning of the term "experience" term so that its role in the touristic phenomenon can be understood. The author also indicates the existence of a duality between a passive experience and the acceptance of facts (p. 174).

When travelling, the local dislocation creates new perspectives for the individual. Graburn (1989, p. 54) affirms that we often go back to our previous roles with the feeling of cultural shock. After an experience, we come back different, if considered that we went through rituals, aiming a moment free from worries, and also rich in new perspectives and hope. Such rite transforms the strange into friendly and makes one forget what are daily habits (Dawsey, 2005).

There are three rites of passage portrayed. According to Turner (1989), tourists go through moments during the trip and the moment of enjoying the destination. They have the opportunity of being away from their daily lives during leisure, the trip, and the tour and of coming back to the daily habits, as shown in Figure 1.

Figure 1 – Rite of passage



Source – Santos, 2011 (cited by Pezzi and Vianna, 2013)

The A area represents the margin that indicates the moment of tourist transition from daily to non-daily life. It is where the tourist begins to enter the trip experimentation phase. The B area is the point from non-daily to daily life, in which the tourist reaches the climax of trip experimentation and begins the rite of return. After B, the tourists reach the C area, in which they go back completely to their reality.

First and second stages, real and reality, are considered semi-momentary. Life as an experience, within the conceptual sequence, is related to the observation of reality to the real that is already accomplished, considering the individual already inserted in the time flow of life after experiencing novelty. Thus, the projection of reality would be what was seized from what was experienced in the moment of experimentation and the relations within this process, that is, the meanings about the constructed reality.

From the point of view of anthropological issues, temporal differences happen because of the processual dynamics, instituted to a chronological perspective in which the present is taken to the “past moment.” Thus, culture would be underpinned to a linearity, but in transformation, modifying itself (Laraia, 2001).

The third phase, or conceptual stage, is the expression considered the sense model done through reflections on the structured experience. The point of view would be related to old facts that, coordinated in pieces, are built by subjective senses of experience to reality. Considering that the constitutive character of relation, expression and experience is dialectic, since experiences build expressions in the proportion of basis lived by the individuals correlated with their “map,” which influences the interpretation of the relation between world and means of expression. Consequently, experiences lead to determining expression, besides subjects’ symbolic maps. Experience is culturally constructed, while understanding presupposes experience (Bruner, 1991).

Experience is also related to the consumption of the touristic product. According to Ruschmann (2000), the experiences caused by the touristic phenomenon are the result of touristic products. Some people have the habit of keeping as recollection souvenirs which represent the experienced moments. In this sense, it is possible to highlight the correlation between experience and emotion, because as the past becomes unforgettable, there is the need for keeping this moment. It is believed that experience is unforgettable to the extent to which the tourist is seen as the main link.

Gordon (1986) affirms that experience occurs as a result of the encounter, of submitting or experiencing situations. They should stimulate the senses, the heart and the mind (Schmitt, 1999, p. 26-27). The experience aims to understand who visits the place and goes through experiences for a certain period. The space

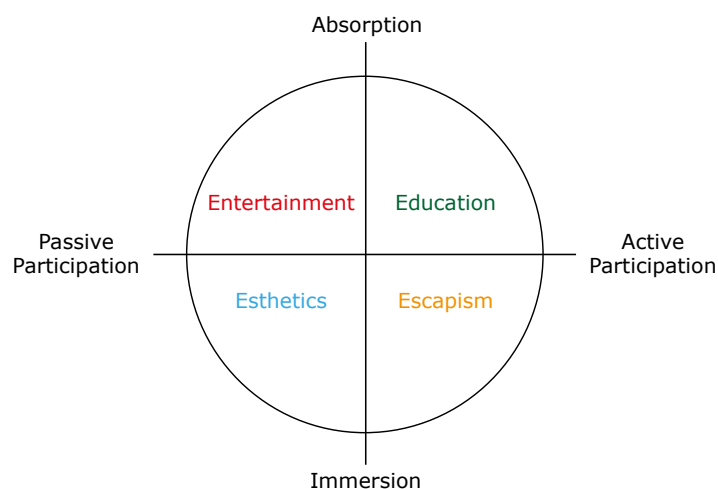
affects the individual's perception and experience, leading to the materialization of the moment that was seen possibly through the consumption of products.

EXPERIENCE ECONOMY: THE EMOTIONS AND FOUR SENSES

The tourism segment in Brazil soon started to comprise the concept of experience as a political-economical philosophy developed by the project and the study in the experience economy academia: to make the tourist feel special, and not only 'another one' within a great group that moves guided by rigorous command relationships that dilute the possibility of any emotional engagement with the destination (Brasil, 2010, p, 7).

Hoping to achieve emotional satisfaction, people look for products and services that portray a history and make the trip even more unforgettable and thrilling. Pine and Gilmore (1999) try to understand the consumer profile in the 20th and 21st centuries. According to the authors, we have gone through the rural, industrial and services eras, and now we are going through a fourth cycle, within a perspective of sensorial and imaginative understanding. The consumer now displays a personality according to the market. At least four realms can be explored in the study on the tourist experience: entertainment, education, esthetics, and escapism.

Figure 2 – Experience Domains



Source – Pine and Gilmore (1999)

It can be observed the vertical and horizontal axis, with the individual's active or passive participation regarding the experience. The shock is a determining factor to understand the meaning of the landscape between disturbance and harmony. At the end of this experience, a new begging might emerge, a new satisfaction expressed by the restoration of normality or the separation from the past (Turner, 1989).

Experience economy is the way consumers pay to enjoy great moments, having as a goal to satisfy their desires and the encounter with ideas. The tourist, when visiting a beach, aims the well-being and quality of life appearance, as the person who visits a vineyard wants to enjoy the place's view and to satisfy his/her palate

by consuming the product. When the visitors participate actively in the touristic area, they can be controlled by their emotions and feelings, favoring well-being, creating value for the product and encouraging local activity.

The tourists have ceased to be spectators to become actors, and the products that offer the possibility for this tourist to be active make a difference. Currently, economy leads the market to take on new directions regarding the manner a product will be placed, offered and sold in times of consumers aware of their rights and desires. In the 21st century, societies have their steps increasingly marked and immortalized by the emergence of digital resources such as photography, or physical resources such as souvenirs, potentializing the profit of the destinations (Pine & Gilmore, 1999).

It is essential and decisive for the employees of a touristic project to be attentive when selling and performing the service, which can be measured by the number of tips or by the ratings in opinion websites such as TripAdvisor, which now is used as a standard guide for tourists who want to plan their steps. The tourist is prepared to reward a good service, as long as he/she receives a good product and is satisfied.

According to Isherwood (2004), wanting and being able to consume products is a result of our current and post-industrial society, differing from the pre-industrial society. Consumption has the symbolic value of representing social desires and the belonging to the urban society. The consumer has the desire of acquiring a product to be part of the co-worker, class and community relationship. Besides, the individual needs various and intangible products to fulfill his/her desires (Urry, 1999).

According to Viveret (2006), tourists are more oriented towards having than being, that is, they are not paying attention to their real needs, but to their possession and exhibition desire created by the social and competitive environment of the contemporary society.

There are three client reactions, which are: (i) cognitive, related to the belief of the perceived product; (ii) emotional, related to the level of the environment the service is performed in; (iii) physical, according to comfort/discomfort regarding the environment (Brasil, 2007).

Since it is based on different personalities, expectations concerning the place and state of mind, the measure of these factors needs moderation. About this issue, Brasil (2007, p. 4),

the personality can affect the client/employee's reactions in relation to crowded environments, the same way a client on a weekend can react to a crowded restaurant differently from the reaction on a weekday, when he feels pressured by the lack of time.

PAQUETÁ, HISTORY AND IDENTITY

Paquetá, the main island in the archipelago with the same name, is placed northeast from Guanabara Bay, at an average distance of 15 km from Praça XV square, located in downtown Rio de Janeiro city. Its name was created by the Tamoio indigenous people, in which "pac" (Paca) and "eta" (many), "the place of

many pacas,” “many shells” or “many rocks.” However, documents affirm that the island has many pacaranas, animals who belong to the pacas’ family.

Paquetá comprises an area of about 1.2 km², divided into two parts, interlinked by a strait called Ladeira Vicente, which has 100 m width and gives to the island the shape of an eight, if seen from above, orienting the later division of the territory into *sesmarias* and highlighting the diversity of the social daily lives between both areas. In its geographical perimeter, it is possible to enjoy leisure options along with the feeling of going back to the past promoted by the peace of the simple dirt roads.

The island has been historically promoted as a place of rest and leisure, as an exquisite scenario of landscape enjoyment. The concern in preserving can be seen in the parks where the only vehicles allowed are bicycles, electric taxis, trains and electric carts. Paquetá Island, despite being small, has a unique and varied cultural diversity.

Paquetá Island, the most beautiful of Guanabara Bay (Les Guides Bleus, 1955), was formerly the house of indigenous people and nobles who built the country’s history. The first record of the island dates back to 1555, when the Franciscan priest André Theyet, a cosmographer in the expedition of Nicolas Durand de Villegagnon, discovered Paquetá during his mission to find the *France Antartique*. The place was recognized by the king of France and registered in Paris’ notary office in 1956, in a record previous to the foundation of the city of Rio de Janeiro.

In 1565, the city of São Sebastião do Rio de Janeiro was founded, between the Cara de Cão Hill and the Sugarloaf Mountain, as a result of Estácio de Sá’s arrival to Brazil to perform a civilizing mission that had as a main goal to face and defeat the French and to take possession of new lands. After making an alliance with the indigenous from the temiminós group, Estácio de Sá defeated the rivals who had made an alliance with another indigenous group.

Estácio de Sá donated Paquetá Island as two *sesmarias* to two of his travel companions: Inácio de Bulhões and Fernão Valdez. The first one received the northern part, which had as a landmark the formation of São Roque Farm, with a vast agricultural area and cattle farming, and its nowadays called Campo by the community. The second one received the southern part, which had a faster colonization. Paquetá is a curious island because it does not allow private cars, and many visitors adapt themselves to the use of transportation for mobility, shopping and goods added by the tourism as an attraction for adventurers expecting to make new discoveries and to experience freshness.

Because of its peace, Paquetá is an option for those who wish to be away from the daily lives in the urban Rio de Janeiro metropolis, full of daily problems. The mild weather, which is the target of medical recommendations because of its tranquility, has provided housing for a certain time, preserving its visitors’ psychological health.

According to the last demographical census (IBGE, 2010), Paquetá Island competes with Petrópolis and Teresópolis in attracting inhabitants as housing locations and offering to the citizens the possibility of escaping traffic jams, real state inflated prices and urban violence. It is common to see children playing on the streets, people at the door of their houses at night, without risks and records of any kind of violence.

Public power omission throughout the last years in the maintenance of Paquetá's heritage was a determining factor for degrading the spaces of collective memory, leading to frustration and sadness for the inhabitants who identify with the place and to the loss of space in official tourist guides and tours in Rio de Janeiro. The last renovations to embellish the island were made during the government of Carlos Lacerda, who was the first governor of the state of Guanabara.

In the last years, the horse-driven carts have suffered the pressure made by environmentalists concerning the horses' work conditions. Besides, the activity decay was potentialized by the high cost with the maintenance of the activity, such as medicines, feeding, remedies and guaranteeing the minimum conditions to shelter the horses. The stable that used to shelter the horses, built by the Municipal Secretary of Environment (Smac) in 2003, at the Frades Beach, not having the proper maintenance, allowed sewage, and the animals' urine and feces to reach the beach.

Figure 3 – Horse-driven carts



Source – Bastos (2012)

The use of carts, pulled and driven by horses, created a great debate on the island, after the discussion of councilors of the city of Rio de Janeiro, who designed the project of Municipal Law no. 144/2013 to forbid the use of these animals in Paquetá.

Four debates were promoted in the town council with the participation of supporters of the animal cause, such as artists, environmentalists and celebrities, and people contrary to the approval of the law project. The debate involved the Special Secretary for the Promotion and Defense of Animals (Sepda), the Order of Attorneys of Brazil (OAB), the Public Ministry, the Regional Council of Veterinary Medicine (CRMV) and even a committee from Brasília, contrary to the use of animals (Araujo, 2016).

The stable had been closed by the civil defense since 2010, after the slide of part of its wall, causing the death of an animal. The decision to end the operation was made after extensive negotiations between OAB-RJ and the Association of Cart Owners and Drivers of Paquetá Island (Charretur). After complaints, pressure and inefficiency in maintenance and care of the animals' health, some environmentalists and demonstrators started to defend the end of the use of

animals in carts, used as means of transportation since the 19th century. The horse-driven carts were suspended by Rio de Janeiro's municipality through a law sanctioned by Rio's mayor, Eduardo Paes, in 19 May, 2016. Along with the end of animal-driven transportation, the use of electric carts was established (David, 2016).

An important project was made by the councilor Eliomar Coelho, who, by proposing the substitution of electric carts by horses, favored the bill for the extinction of animal use. Adopted in many countries as substitute vehicles with animal-driven ones, the electric carts find resistance by some of the island's inhabitants, who fear accidents and the uncontrolled growth of the activity (Araujo, 2016, p. 32).

Figure 4 – Electric cart



Source – David (2016)

VISITOR'S PROFILE, TRIPADVISOR AND THE EXPERIENCE PROJECT

A site survey was performed with 51 visitors who had just visited and used the island's means of transportation, trying the offered services. All participants were leaving Paquetá heading towards the ferry terminal of Praça XV. The interviews were held on September 22nd, 2016, between 11:30 a.m. and 06:40 p.m.

The visitors reacted very well to the survey. The research field has also favored the study, because the moments when the visitors were returning from Paquetá in the ferries towards Praça XV were used, a route that is precisely seventy minutes long. Many of the approached visitors, for not being busy or entertained by any attractions at that moment, did not express concern and were responsive during the whole process. Thus, it was possible to get the attention, calmness and understanding to answer all the designed questions.

During the interview, many participants expressed to have little knowledge about Paquetá, because if they had a good experience, they could create more satisfaction and contribute more efficiently to the survey answers. History is able to create life, according to Horn and Germinari (2010, p. 118), who affirm that local knowledge develops the analysis of small and medium-sized municipalities, or of non-bounded and not very extensive geographical areas.

Local identity, when recognized by the visitor, can initiate the process of memory building. The knowledge present in local history is the landmark for

understanding differences, even when subjected to changes. The individual's experience is widened when it is related to timely structures, surpassing lifetime, demonstrating its significance within local culture in the past, present and future (Germinari & Buczenko, 2012).

The questionnaire in the survey had ten questions (Chart 1), which took an average of ten minutes (a minute per answer) to be filled. The interviewees' profile was diverse, with people from all age groups. After the approach for the survey, the model, theme and the goals of the study were presented. Clarifying this made the visitors calm to contribute consciously.

Chart 1 – Survey questions

1. Household place <input type="checkbox"/> Baixada Fluminense <input type="checkbox"/> São Gonçalo <input type="checkbox"/> Niterói <input type="checkbox"/> Others <input type="checkbox"/> Rio de Janeiro (city)	
2. Sex <input type="checkbox"/> Male <input type="checkbox"/> Female	
3. Age <input type="checkbox"/> from 18 to 24 years old <input type="checkbox"/> from 45 to 64 years old <input type="checkbox"/> from 25 to 44 years old <input type="checkbox"/> 65 years old or older	
4. Marital Status <input type="checkbox"/> Single <input type="checkbox"/> Divorced/Separated <input type="checkbox"/> Married <input type="checkbox"/> Common-law marriage <input type="checkbox"/> Widower	
5. Completed education level <input type="checkbox"/> No education <input type="checkbox"/> Specialization <input type="checkbox"/> Elementary <input type="checkbox"/> Masters' degree <input type="checkbox"/> High School <input type="checkbox"/> PhD <input type="checkbox"/> Higher Education <input type="checkbox"/> Post-PhD	
6. Family monthly income <input type="checkbox"/> Up to R\$ 880,00 <input type="checkbox"/> From R\$ 5.281,00 to R\$ 8.8000,00 <input type="checkbox"/> From R\$ 881,00 to R\$ 2.640,00 <input type="checkbox"/> From R\$ 8.800,00 to R\$ 10.560,00 <input type="checkbox"/> From R\$ 2.641,00 to R\$ 5.280,00	
7. Motivation to visit the island <input type="checkbox"/> Take a ride on the electric cart <input type="checkbox"/> Observe the landscape <input type="checkbox"/> Get to know the island <input type="checkbox"/> Pedal <input type="checkbox"/> Study <input type="checkbox"/> Have a picnic with the family <input type="checkbox"/> Cross the bay by ferry <input type="checkbox"/> Ride the train <input type="checkbox"/> Take part of a cultural tourl <input type="checkbox"/> Use the ecotaxi service <input type="checkbox"/> Go to the beach <input type="checkbox"/> Others	
8. Qual tipo de transporte você utilizou? <input type="checkbox"/> Ferry <input type="checkbox"/> Electric taxi <input type="checkbox"/> Bicycle <input type="checkbox"/> Paddle boat <input type="checkbox"/> Electric cart <input type="checkbox"/> Train	

(continues...)

Chart 1 – Continuation

9. Concerning the experience with transportation on Paquetá Island do you agree (A) or disagree (D)

() It reminds you of a famous place (country, island, city, neighborhood)

() Reminds and makes me recall my past

() It recalls passages of calm and rural lifestyle

() It recalls a cartoon, children's book or literature, movie, soap opera, or historical fact

() I have had new adventures

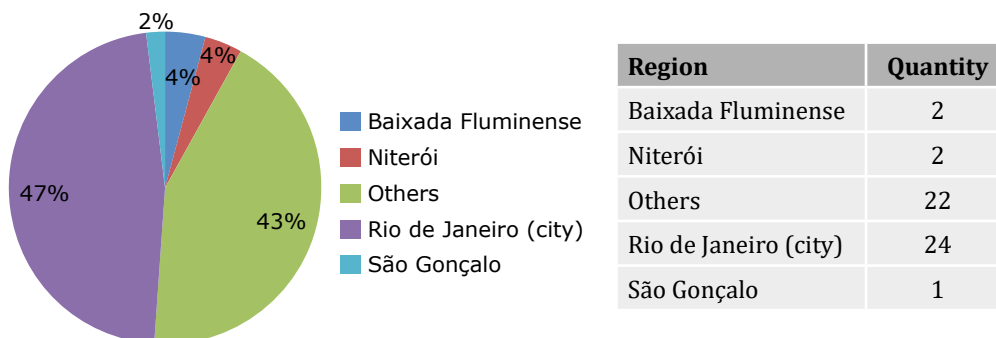
() I have discovered new things

10. Would you visit Paquetá Island again?

() Yes () No

Source – Elaborated by the author

Because of geographical closeness issues, the region of Baixada Fluminense, Rio de Janeiro city, the municipalities of Niterói and São Gonçalo, and the option “others” for all other municipalities in Rio de Janeiro and Brazil were mentioned in the form. On the survey day, some excursion groups from cities in other Brazilian states, such as São Luís (MA), Juiz de Fora (MG), Petrópolis (RJ), Piúma (ES) and even from the Lake Region such as the municipality of Búzios contributed to the survey (Figure 5).

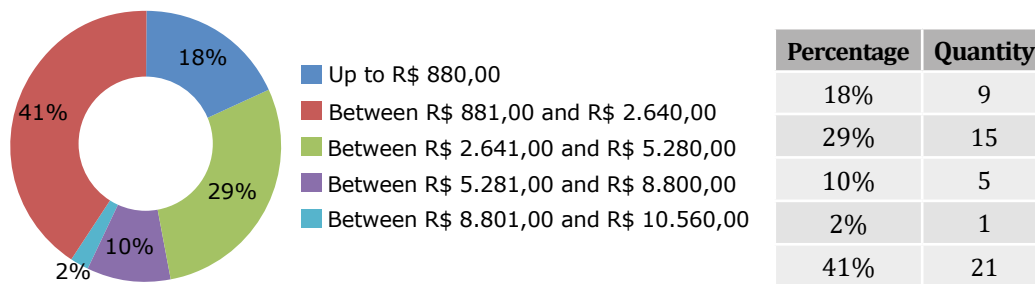
Figure 5 – Household location

Source – Designed by the author

Paquetá receives few visitors from the cities of Baixada Fluminense and São Gonçalo. Regarding the municipality of Rio de Janeiro, many visitors were from neighborhoods in the city's suburb, such as Realengo, Bangu, and Campo Grande. Such visitors have relatives who live in Paquetá or owned a household in the past, still maintaining a belonging feeling to the island, according to the interviewees' reports.

Of the visitors approached for the interview, 24 were from Rio de Janeiro. Baixada Fluminense and Niterói had only two representatives each, while the municipality of São Gonçalo had one participant.

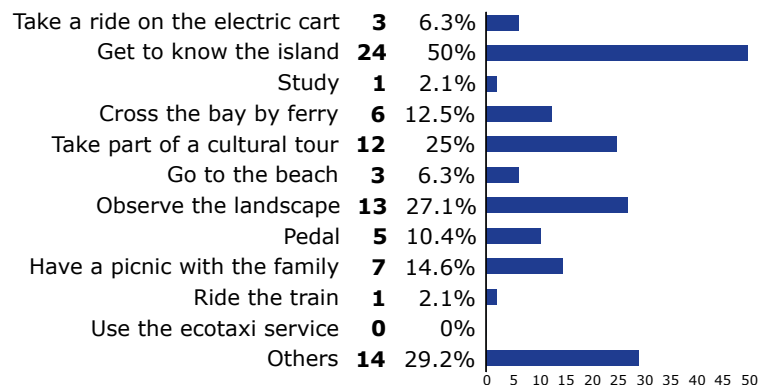
Concerning the participants monthly familiar income, 21 people (41%) said they earned from 1 to 3 minimum wages; in second place, 15 people (29%) reported earning from 3 to 6 minimum wages; in third place, 9 interviewees (18%) said they earned a minimum wage, in second-to-last, 5 participants were in the group from 6 to 9 minimum wages; and lastly, only one person reported earning 9 or more minimum wages (Figure 6).

Figure 6 – Familiar monthly income


Source – Designed by the author

Data show that Paquetá Island has the prevalence of visitors from social classes C and D (apparently who have a reasonable purchase power). When visiting Paquetá, the tourists used services that were financially accessible to them, such as restaurants and transportation for island arrival and departure – such as the ferry, operated by the dealership CCR Barcas. Some places are unique due to their natural environment, landscape, cultural attractions, history, for offering tourist experience, creating the feeling of peace and the opportunity of breaking the routine. There are, also, places that already were the tour destinations of friends and even places that were used as soap operas scenarios.

Paquetá is no different from this scenario, which is widely looked for by tourists in search of unique attractions, promoted in media and in images and post-cards that encourage the visitor to register the experienced moment through pictures that are later shared in social media, showed to relatives and kept as memories. The interviewees' motivations to visit Paquetá Island are listed in Figure 7.

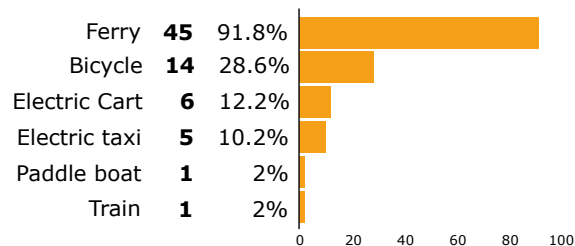
Figure 7 – Motivations


Source – Designed by the author

As it can be noted in the survey data, despite being important for the tourists, transportations are not one of the most attractive elements for visiting Paquetá. It is important to clarify that all visitors used the ferries, which, at the moment, are the most viable transportation regarding the access to the island. The search for the island happens mostly because of the appreciation of its landscape and architecture. Moreover, the interviewees affirmed to have done the bicycle tour to move themselves, which is encouraged by the more

accessible prices. Data regarding the transportation used by the participants can be seen in Figure 8.

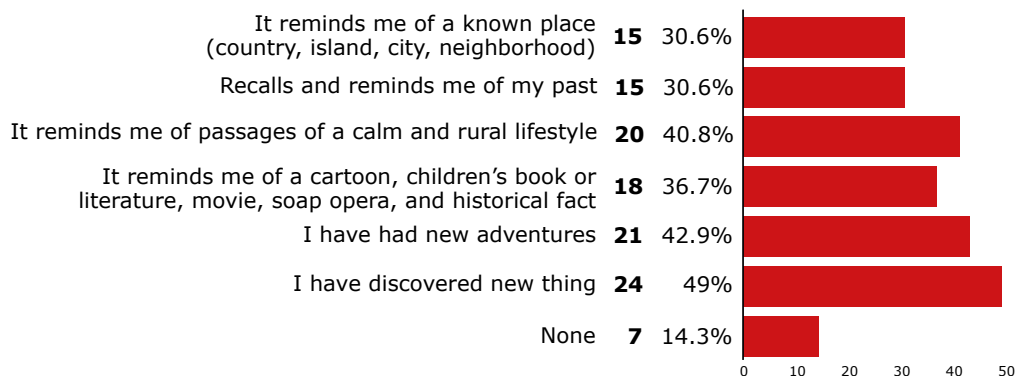
Figure 8 – Means of transportation



Source – Designed by the author

Figure 9 shows that the interviewees had an experience that was not expected during the trip planning and they discovered harsh traits and curiosities, different from their cultural knowledge. This is a significant statistical data that confirms that Paquetá always has something peculiar that is unknown to people. If they have no familiar, household or commercial connections to the island and have not researched about the destination's history previously, the visitor can be surprised when facing historical information and curiosities.

Figure 9 – Interviewees' experience



Source – Designed by the author

Although Paquetá needs infrastructure repairs because of its abandonment, which puts it in negative conditions in the consumers/visitors' analysis, it is noteworthy that an interdependent view on its environmental attractions, colors, smells, and architecture can create satisfaction and exceed expectations. Observing people's evaluations, the macro-environmental set of a place can determine the clients' answer or even affect their will to visit the place again. Operational problems in Paquetá, such as selective collection, public lighting, safety, and signaling can affect negatively the desire of visiting again.

In this view, Paquetá overcomes its recurrent problems, overlooked by the municipal public power, by arousing in its visitors the will of coming back. A curious and significant factor for the island is the perceived exceeding of expectations and the satisfaction with the place, in spite of the lack of services, such as lack of options of bank agencies, a key point for developing and boosting

a tourist destination. All the people interviewed expressed the desire of visiting Paquetá and enjoying its beauties again. The data shown in Figure 10 show that the visiting public has, as their goal, the search of leisure and island contemplation with their families or companions. It is possible to note that married, as well as single people have been to Paquetá with their relatives and friends. No one was in a school trip or with work colleagues, or on a business trip.

Figure 10 – Marital status/Companions

Labels	Quantity
Married	17
Children	2
Boyfriend or Girlfriend / fiancée / partner	3
Relatives and/or friends	12
Divorced/Separated	5
Boyfriend or Girlfriend / fiancée / partner	1
Relatives and/or friends	4
Single	21
Parents	2
Boyfriend or Girlfriend / fiancée / partner	4
Nobody, I came alone	1
Relatives and/or friends	14
Common-law marriage	1
Children	1
Widower	7
Relatives and/or friends	7

Source – Designed by the author

An analysis of Paquetá: TripAdvisor

TripAdvisor has a tool that allows people who visited destinations to post their opinions. It is a travel website that provides information and opinion about content related to tourism, containing information about hotels, restaurants and attractions for whoever wishes to know more about the place of their next trip (future tourist). TripAdvisor, which includes forums with pictures, reports, tips, and ratings, was one of the first ones to adopt user-generated content, which makes up most of the website's content. The website is one of the most popular services in the tourism segment and the largest travel community in the world, having more than 84 million members and over 250 million comments. It is also specialized in bookings and services (Estarque, 2015).

Figure 11 – TripAdvisor X-Ray

Segment	Tourism
Head office	Boston, USA
Revenue	US\$ 1.2 billion
Number of employees	3,000
Registered users	84 million
Single visitors per month	350 million (5.3 million in Brazil)
Comments and ratings	250 million

Source – Estarque (2015)

TripAdvisor has 647 ratings of people who have been to Paquetá and posted comments about the island's services, infrastructure, physical conditions, in addition to tour, restaurant and hosting tips. It is noteworthy that the information accuracy, given that TripAdvisor cherishes for content accuracy. Until November 10th, 2016, of the total sum of ratings, 238 users rated the island as excellent, 238 as very good, 104 as average, 24 as bad and 19 as terrible. It is important to say that these participants had no connection to the interviewees of the previous survey (performed *in loco* at Paquetá).

By analyzing the website and comments posted in 2016, people who considered the island to be “excellent” mentioned the local beauty, peace, history, beaches, rest, and relaxation. People who rated the destination as “very good” mentioned factors such as: a good place for pictures, lots of wonders, bucolic atmosphere, the ferry tour through Guanabara Bay, nature observation, attractions that were more accessible financially, adequate for couple trips and proper for kids.

By analyzing the comments by the people who rated the destination as “excellent” or “very good”, it is possible to note that, while the qualities of the place are mentioned, many negative factors are also mentioned, which can affect the decision of visiting the island or even the people's negative perception regarding the local conditions of attractions. These factors can influence the tourist's decision for using the local services and attractions.

Regarding the ones who rated the island as “average,” positive points, such as the architecture or the opinion that the island is a good place to spend time, are mentioned. Among the negative aspects mentioned there are: polluted beaches, precarious infrastructure, expensive restaurants, bad odors at the bay because of the sewage *in natura* and water unsuitable for swimming at the beaches.

In the “bad” item, people mentioned the bad odors, dirty beaches and ferries, closed or rented houses, and the perception that the place has been frozen in time. For the ones in the “terrible” item, the complaints were: dirty place, poorly visited and completely forgotten, having no infrastructure for visitors, slum growth, lack of beach services such as coconut water selling, and many people approaching the visitors to offer services (tours, restaurants and hotels) at ferry arrivals.

FINAL REMARKS

Getting to know the place makes the visitors perceive that a whole can be constituted by parts that dialogue among themselves and are inter-related,

developing a system in which to benefit a single category would mean to deny the whole or make it superior to the fragments. There are numerous issues that, if solved by the public power together with the community and merchants, would potentialize tourist activity.

The hypothesis of this study considered that the tourists visit Paquetá because of the transportation models that make the island unique. However, according to the site survey, the hypothesis can be rejected, since transportations are not the main attractions that motivate the visits to the place. It was also verified that the factors that potentialize most visitations are the possibility to get to know the island, doing a cultural tour with the family, relatives and friends, and taking pictures.

Although the kinds of transportation of the Paquetá Island are means that remind visitors of cinematic and literary moments, soap opera scenarios and unique places, some tourists did not relate the scenario at Paquetá to historical, literary, and scenographic relations, because of the average or poor knowledge about the island. Such problem could be solved if Paquetá had places for tourist information and more visitation services, along with local guides for the ones that are not going to cart or electric cart tours, in which the driver talks about the island's history and curiosities. The interviewees reported having experienced moments and feelings they recall having lived during their lives, which was expected by the research justification.

To make the island's conditions positive, considering services and infrastructure, it is essential to establish partnerships with specialized bodies, aiming excellence. This action will be put into practice as public policies are also put into practice, with the improvement of services, training courses, and incentives that should be part of the public policies' goals.

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