Sustainable Management of a Family Business
— A Study of Case Focused on Indigenous Ecotourism, Managed by Paiter Suruí’s People in Cacoal Region, Rondônia State, Brasil —

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[ABSTRACT]

The indigenous integration to the Brazilian civilization continues a critical paradox, with postponed solutions, while victims continue to be the excluded ones. Reduced to the condition of incapable, the Brazilian aboriginal is considered part of the “Estatuto do Índio” (Indian Statute), a generated normative instrument at the time of the military dictatorship that devastated Brazil. This picture tries to unveil the reality of the Paiter Suruí people, as reference, in an inquiry directed toward their social inclusion through the indigenous ecotourism. The focus of this study stems from a multidisciplinary approach, involving both Ethnodevelopment and Ecodevelopment theories, applying a study of case type of research. The enterprise is aimed to take advantage of the indigenous immaterial patrimony, a scenic beauty of their lands, coupled with managerial techniques in new modeled Brazil.

Key Words: Business, Indigenous Ecotourism, Ethnodevelopment, Family Business

Introduction

The environmental relationship has diversified the researches in Business Science, giving berth to this study, which focuses in integrate the Jungle People to the business world. The people at hand live in Cacoal City, Rondônia Estate, in West Amazon, Brazil. The host is subjugated by the Estatuto do Índio (Indian Statute), but also is attached to environment, and because being the Indian wild humans, they were awarded an area by Brazilian law classified as Reserva Indígena (Indigenous Reserve) so it could be managed in proper fashion. The Indians get from this space part of its subsistence, but a better and responsible treatment could direct to increases by exotic ecotourism activity related to their traditional culture, explored by a family business under clan.
leadership management. With a profitable enterprise, they could forgo a number of institutional help, meanwhile being redeemed of the Estate’s tutelary humiliation, which can’t economically sustain them. In the direction appointed the following study is presented, spreading the making of new public politics for the development Cultural Tourism in Brazilian Amazon in a new model to entertain the visitors.

**Design and Questioning**

As said by Gil (1994), a problem is a question which is found with no solution and that becomes an object of discussion in a scientific area. The problem of a Clan based people’s inclusion in ecotourism business management got to be a discussion object in Applied Social Science field. To Kerlinger (1980, p.35), a problem shows a loose situation ready for discussion, investigation, decision or solving. Following these parameters, this work wants to make a difference, assuring itself in the concrete reality to, secondhand initiate a research in sustainable management and bring a pending discussion, the West Amazon Indian inclusion to Brazil’s multi-ethnic development. The People of the Jungle, in visibility, was awarded by Federal Government with the demarcation and registration of their lands, described as a wide mapped area where is found a large potential for ecotourism. In this geography we see a jungle with unique beauty to be managed. Such beauty predominates through natural scenario with a number of rivers, streams, waterfalls, vales and ecological trails inside an area which could be considered pristine. There we see richness in the great variety of plants and wild animals, a non catalogued biological richness. These natural attributes could give rise for visiting, cultural or scientific tourism, even for leisure and entertainment. Contributes to this expectative the Paiter Suruí culture itself, to be preserved, and a myriad artificial attributes to be enumerated. On the other hand, there is no information about the real condition in which the referenced clan could manage such patrimony which was on them bestowed. In so being, this work is a theoretical summary with a method course and through it asks the following questions: What are the diagnoses about management reality to Paiter Suruí People, in Cacoal Region, Rondônia? What management method and technical idea developments are the best for a Paiter Suruí Family Business? Which scenario would give berth to an ecotourism enterprise in indigenous land Sete de Setembro, home of Paiter Suruí People?

**Operational, Conceptual and Theoretical Framework**

In this part will be worked the operational, conceptual and theoretical framework in the study at hand, focusing perception in a compatible approach to the theme and allowing the construction of a supplementarity which attends to endogenous scientific base. Though the publications about economic and business evolution among Amazon People’s are still scarce, the methodological construction here exposed will offer with no doubt a way to solve this lack. It will be shown in a proper chapter the design which will promote the making of a primary