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PUBLIC TOURISM POLICY IN BRAZIL: GOVERNANCE INSTANCES

The national tourism municipalization program was launched in 1993 by the government of Itamar Franco through ordinance no. 130 of March 30, but its implementation only began in 1994. Its objective was to develop a decentralized policy, with the participation of the community, to create ways to develop sustainable tourism, and with that, previously unknown and without tourism planning, began to grow in the three spheres of government: federal, state, and municipal.

Years later, the Lula government's tourism ministry did not continue with the program launched under Itamar Franco's government. Still, in April 2004, it launched the Tourism Regionalization Program (PRT) – Roteiros do Brasil, which aimed to integrate municipalities so they could have more competitive strength but did not need to compete [1].

In the proposed model, regionalizing tourism meant a public policy that went beyond the borders of the Municipalities, seeking to plan, promote, and market the shared region and not just the municipality in isolation. In this way, financial, human, and technical resources could be better utilized, generating new opportunities and improving existing ones.

The government understood that decentralized policies without coordination between government sectors harmed tourism development since the resources allocated to the industry were directed in a way that did not contemplate a common objective. Both municipal and state tourism representatives participated in the construction of this model, in addition to educational institutions and the private sector, covering various perspectives and experiences related to the theme of tourism, jointly creating the term the

tourist region as a set of municipalities that would act to strengthen itself touristically, adapting itself as a spatial reference where tourist products were attached.

For the program to be genuinely executed, the government created some tools, such as the so-called Tourism Regionalization Map, used to catalog the country's various tourist regions, initiating the coordination of regions, known as the Regional Governance Instance, which in the company of the integrated municipalities, were responsible for the Regional coordination of tourism in the Roteiros do Brasil Program.

During this period, even with the advances in work in tourism, the country still did not have a legal diploma that regulated the matter in a general and more comprehensive context and named the Governance Instances as part of the system. However, on September 17, 2008, Law no. 11, 771 was regulated two years later by Decree 7,381 of December 2, 2010.

The creation and institutionalization of Regional Governance bodies was a way found by the government so that the Regionalization Program could be decentralized (states, Federal Districts, and municipalities) and developed more effectively. Institutionalizing a Governance instance means establishing an organization to conduct the program in a tourist region, seeking its development.

The Ministry of Tourism's internet portal states that IGR is an organization with the participation of public authorities, the private sector, and other entities representing tourism in the municipalities that make up the tourist regions, with the role of coordinating the program at a regional level.

The structure, format, and legal character of this Instance are the responsibility of those involved; however, the Tourism Regionalization Program suggests alternatives, such as a forum, an association, a committee, or another type of collegial body, a council, or a development agency. Interestingly, this open model of format and structure allows local realities to be considered, seeking more significant advantages for the region when opting for another model.

Although the Governance Body has its objectives and powers, it is essential to highlight that it must act according to the Ministry of Tourism guidelines and the State and Municipal Bodies to which it belongs.

When analyzing the territory of Brazil, with its adversities and wide range of tourist attractions, it is considered that the Public Policy of

decentralization, which seeks to highlight the particularities of each region, can be an exciting and viable form of development in the country in a general context. As the idea of regionalization is new in the country, there is still a long way to go and advance, and it is impossible to draw hasty conclusions.

Key words: tourism policy, regional policy, institutions, Brazil.

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