



# ТЕНДЕНЦІЇ РОЗВИТКУ НАУКОВОЇ ДУМКИ В МЕНЕДЖМЕНТІ, ГАЛУЗЯХ СПОРТУ, ОБСЛУГОВУВАННЯ ТА ОХОРОНИ ЗДОРОВ'Я

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**REGIONALIZATION AS A BASIS FOR THE FORMATION OF STATE  
TOURISM POLICY IN BRAZIL  
(ON THE EXAMPLE OF MATELÂNDIA-PR)**

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The regionalization of tourism has proven to be an effective public policy in Brazil. It highlights the importance of developing tourism in a decentralized manner with the active participation of local communities [2]. This model aims to strengthen touristic regions and integrate municipalities, increasing competitiveness and promoting sustainable development.

The main objective of tourism regionalization in Brazil is to promote the decentralization of tourism activities, integrating municipalities into governance bodies that coordinate tourism development collaboratively. The research seeks to analyze the applicability of this model in the municipality of Matelândia within the scope of the Adetur Cataratas e Caminhos body.

The analysis reveals that the regionalization policies implemented since 2004 have effectively promoted tourism development in several regions of Paraná.

Fundamental Mechanisms and Features of Tourism Regionalization in Brazil are outlined:

1. *Instâncias de Governança Regional (IGRs)*. The regional governance bodies comprise public and private sector stakeholders from different municipalities. These bodies coordinate the regional tourism agenda, plan, promote, and manage tourism activities, and ensure that all municipalities benefit from tourism growth.

2. *Map of Tourism*. The Ministry of Tourism maintains a dynamic map highlighting tourism regions and their respective governance structures. As of

2023, there were over 2600 municipalities divided into 342 tourist regions, showing the scale of regionalization.

3. Decentralized Management. The tourism regionalization policy distributes responsibility across federal, state, and municipal governments, fostering cooperation and the pooling of resources to maximize impact [1].

The Adetur Cataratas e Caminhos governance body (IGR) has played a fundamental role in implementing these policies, with emphasis on the integration between the 15 municipalities that make up its area of operation. Furthermore, the work carried out in Matelândia over the last five years has followed national guidelines, generating economic and social benefits for the region.

The regionalization of tourism in Brazil has been consolidated as a fundamental strategy for local economic development, ensuring the balanced distribution of tourism benefits. The actions of governance bodies, such as Adetur Cataratas e Caminhos, confirm the model's effectiveness, especially when there is integration and cooperation between municipalities. However, there are challenges to be overcome, such as the need for more investment and greater participation of the local community in some areas.

#### **References:**

1. Ministério do Turismo. Programa de Regionalização do Turismo – Roteiros do Brasil. Brasília: MTur, 2007. URL: <https://regionalizacao.turismo.gov.br/>
2. Schindler A. Políticas públicas aplicadas ao Turismo. Curitiba : InterSaber, 2014. 176 p.