

УДК 338.48

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**THE WIN-WIN RELATIONSHIP
IN REGIONAL DEVELOPMENT:
FORMING A TOURISM CLUSTER
WITH FOZ DO IGUAÇU**

Tourist activity has increasingly stood out as an activity with great potential for expansion nationally and internationally. To achieve this, developing and implementing actions to boost the sector must begin locally, in cities and small regions.

In this sense, it is essential to use interdisciplinarity to meet the challenge of incorporating an analytical vision regarding the possibilities of exponential gains from rural tourism enterprises and regional territorial development when partnerships are celebrated between some cities in the West of Paraná. Demonstrate to the protagonists of regional tourism that working together will bring benefits to both sides, considering that the tendency is for tourists to stay in the region for more days, in addition to reaching a larger audience with a great diversity of destinations.

In this area, there are several ways for tourists to purchase tours, among which tourism houses, also known as tourism agencies or even tour guides, are currently being used in Foz do Iguaçu. They carry out an important job, connecting places destined for tourism with potential customers visiting the city. It is undeniable that the presence of the 8th wonder of the world in the city

of Foz do Iguazu brings with it an ease in naturally attracting tourists to the place, which simplifies the sales work from the point of view of tourist interest.

In this perspective, therefore, the win-win relationship in regional tourism development is inserted with the partnership between Foz do Iguazu and cities in western Paran . On the one hand, there is a city with the presence of one of the world's wonders, with the «natural» search for destiny. On the other, the smaller towns around Foz bring natural beauty with the capacity to serve a select public who seek less crowded places with the charms that only the «interior» can offer.

Regarding tourism in smaller cities, in particular, Santa Terezinha de Itaipu, Sro Miguel do Iguazu, Medianeira, and Matel ndia, there are several tourist attractions, both rural and urban, capable of attracting tourists to discover cultures, enjoying typical foods, experiencing adventures and even resting in the farmhouse. Routines and experiences that are generally not part of a tourist's daily life but are capable of bringing back affective memories, good feelings, and new experiences experiences.

Thus, even though there are several tourist attractions in all these cities, what happens is that there is no connection between the tourism development actors as a whole, on a regional basis, capable of connecting the smaller cities with the «famous neighbor». Whether due to individualities or lack of access, even the difficulty of dialogue prevents regional tourism from developing, which means that everyone can benefit, including the «famous neighbor», who keeps tourists on average between 3 and 4 days overnight stay, which could be increased with partnerships with other destinations.

The idea of a possible tourism cluster between Foz do Iguazu and the Municipalities of Santa Terezinha de Itaipu, Sro Miguel do Iguazu, Medianeira, and Matel ndia appears as a research proposal for our Master's Degree dissertation, combined with the regional need for organization and planning of the sector

for sustainable regional development. Therefore, the proposal is based on the possibility of integration for the development of these locations so that there can be a chain of interrelations allowing the impacts of tourist activity to stand out, both in the environmental and economic spheres.

This theme grows based on the observation of the tourist potential of the cities involved, which access a small portion of visitors from the large flow of tourists in the city of Foz do Iguazu but do not have integrated actions capable of transforming the region into a developed hub in tourism, similar to what occurs in other regions of the country. These tourists mainly seek attractions related to nature. The region is rich in beautiful places that can be developed and fully utilized, being able to guarantee the cities involved, economic growth, and social, without its «roots» being lost, prioritizing rural experiences, tradition, comfort, and «rich» stories, which around a fire or a wood stove, can offer.

Given the research, it is possible to see great chances of acting regionally to strengthen tourism in its different forms of action. It is essential to mention that the contents discussed here deserve even more depth as there is a vast field to be researched within the proposed theme.

In any case, we can see how necessary it is to promote and adopt acts that take into account interdisciplinarity in research, and in this way, see that, given the various types of tourism existing in the region, they are interconnected, making it necessary deepening interdisciplinary practice, prioritizing breaking with traditional patterns, considering and favoring the common points of the different segments present in the region, such as rural tourism, religious tourism, shopping tourism, experience tourism, and many others that have one thing in common: tourism.

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