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REGIONAL TOURISM DEVELOPMENT IN BRAZIL: ANALYSIS OF POLICIES AND INSTITUTIONAL ENVIRONMENT

Tourism in Brazil is a critical driver of regional development, bringing significant economic potential and rapid growth. However, the challenge of sustainably managing tourism across Brazil's vast, culturally diverse landscape has led to complex policy and institutional coordination requirements. In response, the Brazilian government implemented the Tourism Regionalization Program (PRT), emphasizing decentralized governance, municipal integration, and improved competitiveness in tourism development [2]. This analysis examines the program's effectiveness, particularly the role of regional governance bodies (IGRs), the Brazilian Tourism Map, and the decentralized approach in municipalities.

Brazil's tourism regionalization policies primarily aim to decentralize decision-making, allowing municipalities to work collaboratively through governance bodies to enhance local tourism development. The studies focused on Matelândia in Paraná and the broader institutional environment reveal key insights into Brazil's tourism sector's successes, challenges, and opportunities.

One of the strengths of the regional tourism strategy lies in the role of Regional Governance Bodies (IGRs), which facilitate coordination among municipalities. These bodies comprise public and private stakeholders and are integral to the tourism strategy, as exemplified by the Adetur Cataratas e Caminhos, a regional entity in Paraná that fosters cooperation among 15 municipalities. Adetur has enabled economic and

social growth across the region through this collaboration. Nonetheless, some municipalities face significant challenges due to limited financial resources, a shortage of qualified personnel, and inconsistent coordination that impedes effective tourism management. Smaller regions, in particular, cannot often meet these policy goals, indicating a need for additional support and resources to maximize local engagement.

The Brazilian Tourism Map, maintained by the Ministry of Tourism, classifies over 2,600 municipalities into 342 tourist regions [2]. This map serves as a tool for centralizing information about tourism regions and governance structures, aiding resource allocation and targeted policy implementation. The decentralized model of tourism development fosters inter-municipal cooperation, although municipalities' varying capacities and resources can limit policy effectiveness. While the map provides valuable insights for strategic planning, its practical impact is uneven, especially in regions where governance bodies lack robust local support.

Brazil's institutional framework for tourism regionalization is further supported by a legal foundation, including federal and local laws, such as the General Tourism Law, which delineates the responsibilities and competencies of each entity involved in tourism governance [1]. This legislation encourages local community participation in tourism planning and execution, aiming for more inclusive and integrated development. Despite the regulatory support, the practical impact of these policies remains inconsistent, with variations in implementation and disparities in resource availability across different municipalities.

The future of Brazil's tourism policy includes goals to strengthen regional governance bodies, promote sustainable practices, and attract foreign investments. Key recommendations from the studies include enhancing legislation, fostering inter-regional cooperation, and training local managers to support effective decentralization. Additionally, a focus on post-pandemic tourism strategies is highlighted to increase Brazil's international market share and support economic recovery through the tourism sector. By addressing these areas, Brazil's tourism governance could achieve a more significant financial impact, promote social inclusion, and support regional development throughout the national territory.

Key words: tourism regionalization, regional governance bodies, decentralized tourism policy, sustainable development.

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