

THE LEGISLATION OF PUBLIC TOURISM POLICIES IN BRAZIL

An Analysis of the Scenario of the state of São Paulo

Aracelis Gois Morales Rigoldi
Graziela Oste Graziano Cremonesi
Universidad Metodista de Piracicaba
Piracicaba/SP, Brasil
Valéria Rueda Elías Spers
Centro Universitário Atenas
Atenas/MG, Brasil
Marli Terezinha Vieira
Universidade Federal de Tocantins
Palmas/TO, Brasil

Public tourism policies are the way to grow and strengthen tourism, and in Brazil the state of São Paulo presents a differentiated and innovative scenario for strengthening activity, especially in municipalities that are formed by up to 200,000 inhabitants. The public policies of tourism in the state of São Paulo are drawn by legislation that economically favors municipalities that present attractions and tourism resources. The municipalities of São Paulo that differ are called estancias by law and, since the new law no. 1,261 / 2015 and nº 16,283 / 2016 in the state of São Paulo, new criteria in the legislation have been discussed. The present research has as objective to raise and analyze the resulting state legislations for the development of tourism public policies for the municipalities estancias in the state of São Paulo, as well as to show the most current legislation with its specificities for the development of tourism. The qualitative research follows the methodological procedures based on the exploratory and descriptive analysis. The studies were based on bibliographical research collected through documentary research in the analysis of laws, decrees, newspapers, magazines, documents, as well as research in articles, books, periodicals and secondary research. The present study presents the chronology of the legislation for the classification of the Estancias with their specifications, benefits, changes and innovations for the strengthening of tourism until the year 2018, in addition to emphasizing the importance of public policies for the development of tourism

KEY WORDS: *Legislation, State of São Paulo, public tourism policies, management of tourism.*