

THE COMPETITIVENESS POLICY, THE COOPERATION AND THE DEVELOPMENT OF BRAZILIAN TOURIST DESTINATIONS

Isabela Rosa Sette
Edegar Luis Tomazzoni
Universidade de São Paulo
São Paulo, Brasil

Competitiveness has been the subject of study of several areas of knowledge and, in tourism, the growth of research related to the theme is notable. In Brazil, tourism competitiveness was highlighted in the national public policy between 2008 and 2015, from the definition of 65 destinations and the creation of the Tourism Competitiveness Index (ICT) by the Ministry of Tourism (MTur). This article aim is to analyze ICT policy and methodology, focusing especially on its relationship with sustainability, cooperation and development. The methodology involved, in addition to bibliographical and documentary research, interviews with five institutional actors of MTur, SEBRAE Nacional and Fundação Getúlio Vargas (FGV). It was also applied an online questionnaire to the managers (or ex-managers) of the inductive destinations, obtaining 33 responses. From the methodological point of view, although there is no consensus on the determinants of tourism competitiveness, it was verified that, in the ICT, as in other measurement models, cooperation and sustainability are considered relevant aspects. The notion of development is identified in the ICT as a cause, while other models consider it a consequence of competitiveness. The MTur's policy strategy, associated with ICT, has worked to strengthen municipal governance through cooperation for the development of the sector. Although it has made significant progress, it is believed that policy results could have been more meaningful.

KEY WORDS: *tourism, competitiveness, tourism competitiveness index, 65 inductors destinations.*