

TOURISM PLANNING AND POLICIES
Improvement of the Systemic Model of Porto Belo, SC, Brazil

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. This study presents a proposal for the planning for tourism from a systemic perspective, in which the territorial integration and interaction between the variables of the system are presented as a whole and should be targeted and complementary treated. In order to verify its applicability, city of Porto Belo, Brazil, was chosen. So, based on the Planning System tourism policies were included in order to complement the territorial planning of the said city. This inclusion was the consequence of the improvement of the model and its initial coverage of all the measures and proposals for territorial tourism planning.

KEY WORDS: *tourism, systemic planning, territorial planning, policies.*