

TOURISM PLANNING IN URBAN AREAS

Implementation of cultural tourism in downtown São Paulo, Brazil

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This article presents an analysis of the existing urban activity and the opportunity of developing tourism in downtown São Paulo. The focus of the study is, specifically, the Santa Cecília district and the surrounding region due to its historical characteristics. Field research was based on indirect observation in order to understand the socio-cultural context of the place. As theoretical based, concepts of urban and tourism planning were used as well as constituting statutes of the urban-cultural tourism. Thus, it analyzes the convergence of actions for the transformation of this space, detainer of a rich architectural environment, presenting considerations regarding the formatting of the area as a tourist product. Contemporary techniques and trends are analyzed for the planning of the region, in its qualification as a cultural tourist product, sustainable in its social and environmental values.

KEY WORDS: *urban tourism, cultural tourism, tourism planning, tourist product, São Paulo.*