

PUBLIC POLICIES FOR HERITAGE PRESERVATION IN SÃO LUIS MARANHÃO (BRAZIL)

Cultural Tourism and the Challenges of Urban Sustainability

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The article examines the public actions to preserve the cultural heritage of the district of Praia Grande, located in São Luís, Maranhão, in the period 1970 to 1997, proposing a reflection on the challenges to urban sustainability through the process of recovery urban space by the segment of cultural tourism. By means of literature and documents, we propose a discussion on issues relating to urban planning and sustainable development, analyzing the transformation of the heritage site into a tourist commodity. The study highlights the need for intersectoral and integrated approach between local agents to promote the revitalization of the cultural heritage of the district of Praia Grande in order to meet local priorities, particularly with regard to improving the quality of the life of communities.

KEY WORDS: *cultural heritage, tourism, preservation policies urban sustainability, local development, São Luís, Maranhão.*