

TOURISM, POLICY AND INEQUALITY IN THE VILLA PONTA NEGRA – BRAZIL.

The SESC Project

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The present paper offers reflections on public- or no-t policies focusing on the development of localities where there is a need for social action, especially in education. It aims to present the project Vida na Vila developed by the Ponta Negra's SESC that has achieved significant results for the inclusion of local people in tourism and the social context in which it operates. Being Ponta Negra one of the main receivers of tourists to Rio Grande do Norte is relevant to study the transformations and changes that not only the urban form has been going, but mainly, by the native population of the place is suffering.

KEY WORDS: *tourism, policy, inequality, Ponta Negra's Village.*