

PARADIPLOMACY AND TOURISM IN THE NETWORKS OF THE MERCOSUR'S CITIES

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With the intensification of globalization cities are becoming new international actors performing numerous activities that constitute a municipal diplomacy. This action undertaken by cities seeking to serve the interests of their community at a global level, regardless of the federal government has been named paradiplomacy. Tourism is an activity that surpasses borders and is expanding in the MERCOSUR, constituting an important element of cooperation between cities in different countries that seek increased integration in order to share flows of visitors who would benefit from several locations at the same period. This paradiplomatic activity in THE MERCOSUR is being carried out mainly through networks of cities.

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