

TOURISTIC ZONING AT NORTHEASTERN PIAUI'S STATE (BRAZIL)

Based on Roberto Boullon's Theory

*Ricardo Gomes Ramos
Wilza Gomes Reis Lopes
Universidade Federal de Piauí
Teresina - Brasil*

The tourist zone theory developed by Boullón (2002) is a way to understand the tourist territory from a regional perspective. Once knowing the existence of the "Programa da Regionalização do Turismo" (Tourism and Regionalization Program) developed by the Brazilian Ministry of Tourism it is meant to understand how a tourist region, as described by Boullón, can provide tourism development to a specific geographical area. The BR 343 road, located at the Piauí State (Brazil) provides access from Teresina (Piauí's capital) and its coastline, considered a tourism corridor. This paper aims, from a theoretical review, to describes the tourist zone process at Piauí's central-north area, as a alliance to further tourist interventions due to the tourism offer observed at the BR 343 road.

KEY WORDS: tourist zone, Piauí, regionalization.