

GOVERNANCE AND TERRITORY IN THE REGIONAL TOURIST DEVELOPMENT

Tthe Tourist Product Oktoberfest/ Blumenau, Brazil

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This article aims to characterize territorial issues related to the touristic practice of the “Oktoberfest” in Blumenau - SC - Brazil, from its beginning in 1984 until the year of 2008. Starting with a literature and field research, it is characterized mainly as resultant of a qualitative-analytical-descriptive research. It concludes that the Oktoberfest had distinct phases where the governance models cause the production of new territoriality. This study has shown that important endogenous values have been influencing the regional events calendar of October in the Brazilian State of Santa Catarina. Governance and Territory in the Regional Tourist Development: the Tourist Product Oktoberfest/ Blumenau, Brazil. The purpose of this paper is to characterize governance and territorial issues related to the tourist product “Oktoberfest” from its beginning in 1984 until the year of 2008, and its influence in the regional tourist ecodevelopment. It is characterized mainly as resultant of a qualitative-analytical-descriptive research on the Oktoberfest held in Blumenau and supported on primary sources, interviews with strategic managers of the event, and secondary sources, overall through Cultural Foundation of Blumenau documents.

KEY WORDS: *governance, territoriality, tourism development.*