

TOURISM REGIONALIZATION AS A TOOL FOR TOURISM MANAGEMENT
DECENTRALIZATION IN BRAZIL
The Case of the State of Parana

*Marcia S. Massukado-Nakatani
Sandro Aparecido Gonçalves
Universidad Federal de Paraná
Curitiba - Brasil*

The tourism management decentralization offers the opportunity to bring to the political arena other actors, as the private sector and civil society. In Brazil this phenomenon began in the mid-1990s. Thus the objectives of this study are intended to analyze the regionalization of tourism as a tool for decentralization of tourism succeeds. For this analysis was selected the Paraná province, which since 2003 implemented the Tourism Regionalization Program (PRT) as a model for the organization, management and planning of the tourism in the state. The results report that the PRT's concepts, as governance and the own tourism regionalization, were used as instruments to decentralize the Tourism Ministry's actions, to strengthen and develop tourism in the municipalities and in particular, to allow the creation of a new management level: the tourist regions.

KEY WORDS: *tourism regionalization, tourism public management, governance, Parana - Brazil.*