

## **SUSTAINABLE MANAGEMENT OF THE SEAFRONT AT TOURIST DESTINATIONS**

### **A Social Perspective on the Project ORLA**

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*The coastal tourist destinations in Brazil have been studied, resulting in a growing need to implement a sustainable management in coastal environments. Thus, the Draft Integrated Seafront (ORLA) is one of the actions of the Ministry of Environment, aiming to promote the occupation of coastal areas. The objective of this study was to understand the perceptions of local residents of the municipality Itapema, Santa Catarina, Brazil, concern to the sustainable management of the coastline, from the implementation of ORLA Project. The research method used is related to interpretive paradigm and it was adopted as a technique for data collection semi-structured interview. The analysis and interpretation of data were based on the method of the Collective Subject Discourse (CSD), which seeks to know the reality presented by the speeches of a significant social representation. The results showed that the implementation of the Linear Park Boardwalk neighborhood in Meia Praia - Itapema (Santa Catarina, Brazil) brought social, economic and environmental issues for the county, increasing the number of visitors and promoting self-esteem of users of the seafront. The project ORLA has contributed to the recognition of landscape and environmental quality of coastal areas, and establishing a plan for the sustainable tourist destination.*

**KEY WORDS:** *Tourist destination, ORLA project, sustainable management, collective subject discourse, coastal zone.*