

THE TURIS PROJECT

Origins of Tourism Planning in Brazil

*Pedro de Alcântara Bittencourt César
Universidad de Caxias do Sul
Caxias do Sul - Brasil*

The Turis Project is considered a landmark in the tourism planning in Brazil, conducted in the 1970's by the federal government. This reference project focused on the coastal area between the cities of Rio de Janeiro (RJ) and Santos (SP). The present paper raises a new approach to academic literature in Latin America related to tourism planning. It supplants the initial ideas presented about the Turis Project as a 'plan without consequences', by means of a critical analysis. We start with a theoretical investigation of the project and its ideology, with the aim of presenting an overview of its outcomes. Methodologically, we begin with an analysis of contrasts, identifying the concepts adopted by those involved in its implementation. Findings show that proposals led to the development of a touristic area, based on a model focused on the reproduction of real-estate capital with little social regulation.

KEY WORDS: *Turis Project, tourism planning, land planning.*