

PUBLIC POLICY OF TOURISM IN BRAZIL
An Evaluation in 65 Municipalities

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The Tourism Regionalization Program (TRP) is the major public policy for tourism in Brazil. This program has been implemented since 2006 under the principles of decentralization, social participation, of integration between government, business and society, and sustainability. This institutional structure has required new assignments and efforts for all municipalities and stakeholders. Considering this new paradigm, it was sought to evaluate the effectiveness of implementing this program in 65 tourist cities, representing all regions of Brazil. It was conducted a field survey in these 65 destinations through observations and interviews. The data were qualitatively analyzed. The results achieved by the municipalities in this process evaluation of the TRP showed the vulnerabilities that merit the attention of public and private managers of tourism. In this sense, it was observed: a deficient decentralization process; a reduced participation of organized society in public decision making in tourism; a low integration among public, private and third sector; and the possibility of compromising the sustainability of the activity at the destinations by lacking of monitoring public policies and tourism impacts.

KEYWORDS: public policy, evaluation, tourism, municipalities.