

EVOLUTIONARY DYNAMICS OF TOURIST DESTINATION CURITIBA – PARANÁ – BRAZIL

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The Evolutionary Economic Geography has been a very promising theme in the development of new theories and can be considered as an important explanatory tool in the interpretation of the dynamics and evolution of tourist destinations. The main focus of Evolutionary Economic Geography is to analyse spatial transformations promoted by economic relations through three central pillars: path dependence, complexity theory and generalised darwinism. Therefore, this study aimed to analyze the competitiveness of the tourist destination Curitiba - Paraná (BR) under the theory of Evolutionary Economic Geography. The methodology used in this paper was a qualitative approach with a case study of Curitiba, developed in four stages: bibliographical and documentary research, data collection, characterization of external and internal factors and demand, data analysis of Curitiba under the pillars Evolutionary Economic Geography. The international literature already recognizes the importance of Evolutionary Economic Geography related to tourism studies. Finally, the paper concludes through the data analysis of Curitiba that the city has presented a dynamic evolution as a tourist destination showing facts as management, tourism and urban planning and events transforming the city into a competitive destination.

KEY WORDS: *tourism, tourist destination, competitiveness, Evolutionary Economic Geography.*