

CREATIVE ECONOMY IN BRAZIL

Opportunity of Local Tourism Development in Mato Grosso do Sul's Pantanal

Adriano Pereira de Castro Pacheco

Elcio Gustavo Benini

Milton Augusto Pasquotto Mariani

Universidad Federal de Mato Grosso do Sul

Campo Grande, Brasil

The object of this article is the study of the Creative Economy and its organizational structure as form of mutual development with other economic sectors such as Tourism. The current economy, intensive in creativity, is characterized by the production of symbolic and artistic goods and services whose consumption relies on cultural and natural heritage of the locality where it is prospected. In this sense, this article aims to describe and analyze the relationship between Creative Economy and Local Tourism in order to understand the characteristics of this environment in relation to the creative cycle of production and consumption. For this, an empirical study was conducted and its purpose was to study two symbols intensive organizations located at Pantanal in Mato Grosso do Sul, specifically in the cities of Aquidauana and Corumbá. The study, based on the interpretive approach, involved collecting data through documents and interviews with the managers, focused on structure, objectives and management and production organizations. The results show that the investigated organizations acts in different sectors of the Creative Economy and use the tourism contribution of the locality to drain their production, encouraging relationships that strengthen the economic dynamics of both sectors.

KEY WORDS: *Creative economy, local tourism, development, Pantanal.*