

SECURITY AS A PROMOTION OF THE WELFARE OF A TOURIST DESTINATION

The Case of Balneário Camboriú, Santa Catarina, Brazil

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The objective of this article is to contribute to the discussion about the challenges surrounding the promotion of security of the visitors who choose Balneário Camboriú, State of Santa Catarina, Brazil as their tourist destination. The municipality economy is based mainly on tourism so the welfare of the tourists is essential for the sustainability of this activity. In order to obtain answers from the representatives of the various security-related bodies, a focus group session was held with eleven participants on November 21, 2016. The content analysis made on data collection showed that the organization of public space, cleaning, gardening, inspection and regulation of the laws are some of the differentials of this destination. Also, municipal guards were authorized to carry a gun in the metropolitan area, which effectively increased security regarding criminal actions. At the same time, the risk of accidents on the seafront is minimized by the fact that they have year-round lifeguards. In short, all the partnerships that are evident between the different organizations and their managers come together for the subjective welfare of the residents and tourists.

KEY WORDS: *tourism, security, welfare.*