

SYNTAX OF THE SPACE OF PUBLIC SQUARES AS A SIGN FOR TOURISM URBANIZATION

A Study in Balneário Camboriú, SC, Brazil

Heron de Sousa Arruda
Facultad Avantis
Balneário Camboriú, Brasil
Luciano Torres Tricárico
Universidad del Vale do Itajaí
Balneário Camboriú, Brasil

The article had as theme the appropriation of public spaces of squares, of a city tourist destination recognized in Brazil by the call of "sun and sea" – Balneário Camboriú, Santa Catarina. It sought to reveal the role of space as an attribute for tourism urbanization, in the face of the discussion predominantly based on social criticism for this theme. Selected squares are urban landmarks located in important locations for the formation of the city's tourist image. Therefore, the objective of the research was to identify existing relationships between the spatial conditions of appropriation of public squares in the central area of Balneário Camboriú, SC, Brazil and its contribution to the local tourist activity. For this purpose, as methodological procedures, the bibliographical review was adopted from bibliometrics about the subject, documentary analysis and surveys of the use of space from instrumental that had as end the Space Syntax Theory as an interpretive method of the data collected. Quantitative, exploratory and descriptive approach was set up. The results demonstrated that the versatility and diversity of use around the squares are fundamental for the tourist appropriation, as well as the method of Spatial Syntax it is evident as an factor for the analysis of the spatial attribute as tourist urbanization.

KEY WORDS: *Tourism, urban tourism, tourism urbanization, urban zone, public square, Balneário Camboriú.*