

EVALUATION OF PUBLIC POLICY FOR THE DEVELOPMENT OF TOURISM

The Use of the Difference in Differences Method

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This article aims to reflect on the role of tourism public policies in promoting economic development. The objective is to verify in a factual way if the policy of inductive destinations was responsible for regional transformations in relation to tourism development, above all, the generation of formal jobs in the tourism sector. In the scope of this research, the "difference-in-differences" method (DID) was used, which is widely applicable and based on the calculation of a double subtraction between control and treatment groups in the periods before and after the project. The results show that the induction of the regional tourist development expected by the project of the inductive destinations was not achieved, however, in the analyzed variables, it was observed the improvement for the inductive destinations when compared to the other tourist municipalities of Minas Gerais.

KEY WORDS: Inductive destinations, tourism, difference-in-differences, qualitative-quantitative