

TOUR ITINERARY AND CLIMATE CHANGE

An Analysis of Porto Seguro (Bahia – Brazil)

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The objective of this study was to identify the effects of climate change on the natural resources used by the tourist routes of Porto Seguro, Bahia - Brazil. The methodology of the Brazilian Tourism Inventory, the theory of the Quadruple Bottom Line and the norms of the Davos Declaration, are used for collecting and interpreting data, resulting in the elaboration of a conceptual framework. This table identified 9 parameters: name; theme; itinerary; ecosystem; Frequency; number of visitors; legal instrument of protection; factors of climate change and risks, which were replicated in the districts of the municipality. The tables were completed in two stages, the first exploratory and the second through interviews with semi-structured routes carried out in travel agencies, tourism operators and association of municipal tourism guides. For this, natural and cultural routes were formatted and marketed at the destination. The most used ecosystem is terrestrial. Of the attractions that compose the itineraries, 98% do not have a study of carrying capacity and are concentrated in environmentally fragile areas. All areas have a federal, state and / or municipal protection instrument. Nature road maps are vulnerable to the factors of climate change (rising sea levels, rising temperatures and changes in the rainfall regime), impacting greatly on the reception of company revenues. The risks range from cultural to habitat loss and species in addition tourism entrepreneurs have not adopted sustainable practices to reduce identified risks.

KEY WORDS: *climate change, adaptation, coastal zone, tourism.*