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**DYNAMICS AND
CHALLENGES FOR
MAJOR TOURIST
DESTINATIONS**

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Abstract: Tourism plays a relevant role in the economy of countries, as it provides economic movement, income, revenue and is capable of promoting cultural diversity. However, nowadays, due to advances in technology and globalization, society is experiencing complex sequential transitions. These transformations have repercussions in all areas, such as economic, social, political, cultural, legal. Despite the recognition of tourism as an extremely relevant activity for all countries and their respective societies, there are many adversities to be aligned today. Problems such as safety, roads without structure, lack of infrastructure at tourist points, adequate information for tourists, lack of organization by the Government to receive tourists, among others. In this sense, the present work intends to analyze the dynamics and challenges for major tourist destinations, considering the current scenario of world society. It can be deduced that there is a lack of analysis and research that enable the implementation of policies and actions in the tourism sector, in order to make it possible to overcome the challenges and enjoy the benefits brought about by tourism. In addition, adequate investments are required so that the tourism sector is able to overcome the challenges that arise in the contemporary context, resulting from new dynamics and social demands.

Keywords: Tourism; dynamics; Challenges; Tourist Destinations; Contemporaneity.

INTRODUCTION

The various advances in technology and the globalization process have provided, in recent years, numerous significant changes in contemporary reality and in society, in all areas.

This scenario of constant and complex changes has a direct influence on the tourism sector, a fact that requires it to undergo a reanalysis, due to the new dynamics and

needs of contemporary society, in order to adapt to the new demands arising in the contemporaneity.

It is important to mention that the tourism sector is capable of providing countless benefits to the country's economy, such as the generation of income, jobs, the development of local and regional commerce, the movement of capital, distribution of goods and consumption, valorization of local cultures and arts, among others.

Due to these various advantages, the need for this sector to be properly managed and organized is justified, so that, in fact, it is possible to provide benefits to the country.

However, despite the recognition of the importance of the tourism sector for a region and/or a country, the major tourist destinations currently face several challenges, such as the difficulty of reconciling tourism activities and sustainability, the lack of security of tourist sites, lack of structure and organization, among others. This is due to the new dynamics of this sector, dynamics that arise as a result of the current demands of contemporary society.

The present work was limited to the study of the difficulty of making the tourism sector compatible with sustainability, as well as the great problem of public safety in tourist destinations.

The concern with environmental issues is manifested through the crisis caused by the scarcity of natural resources, due to their unbridled and irrational use. It was from the 1960s onwards that the current development model began to be questioned, and its term emerged in the 1980s. Thus, situations involving Environmental Law and the tourism sector deserve special attention from professionals, entrepreneurs and authorities in these areas.

With regard to public safety, this is one of the difficulties encountered in major tourist

destinations. Tourism activity demands control to maintain social order and, in this sense, public safety must be identified as one of the substantial purposes of governments in relation to major destinations, to expand the potential of tourism.

In this sense, the present research intends to analyze the dynamics and challenges of major tourist destinations, in order to understand the possible alternatives to ensure the development of this sector in an adequate way, considering the numerous advantages that tourism brings to a region or country.

Thus, it is stated that this research will contribute to the verification of the need to adopt policies and actions in major tourist destinations, in order to make it possible to reconcile the advantages provided by the tourism sector and the demands of contemporary society.

DEVELOPMENT

Tourism is one of the most dynamic sectors of the economy of any country. As a result of stimulating relationships with the exchange of people and services, it allows for the country's integration, growth and development and, at the individual level, it allows for leisure (Marinez & Garcia, 2014).

According to Silva (2004), tourism is an activity that has stood out in post-industrial societies, and can be understood as one of the most expressive economic, political, social and cultural phenomena that originated and developed with capitalism.

According to Sampaio *et al.* (2021), it was only in the late 1960s that the tourism sector established itself as a rapidly expanding international industry, a scenario that led to the interest of the social sciences in tourism.

Currently, the tourism sector has extreme relevance in the society and economy of a country, given that it generates income and jobs. For this reason, it acquires prominence

in the contemporary world, considering the advantages it brings to society and the economy.

In the same sense, Silva (2004) adds that tourism, nowadays, has the main characteristic of being a mass phenomenon, which must be understood from the history of humanity, and this analysis will make it possible to rethink what is the most adequate for the tourism sector to be properly developed, especially in major tourist destinations.

It is important to mention that one of the fundamental objectives of the Federative Republic of Brazil, expressly guaranteed in the Federal Constitution of 1988, is to guarantee economic development. In this sense, tourism can be considered a tool capable of achieving this fundamental objective.

This way, it is observed that tourism is capable of providing numerous benefits, both in the personal sphere of each individual, and in the social and collective sphere. Tourism is a factor directly related to the recent transformations that have taken place in urban territories and in their economies (Fortuna *et al.*, 2016).

Increasingly anchored in heritage – commodified to the exact extent that tourism presents itself as a source of income –, the tourist industry sees cities and their heritage assets as a fundamental resource in a scenario of gradual competition for the capture of diverse flows (people, information, capital, etc.) (Fortuna *et al.*, 2016).

In an analysis of the tourism sector from an economic perspective, it is possible to define it from the perspective of demand, that is, as the economic result of visitor consumption, given that the plurality of profiles and visitor motivations for their trips, the natural and economic conditions of the place visited, among other conditions of tourist demand, imply a significantly heterogeneous set of products consumed (IBGE, 2008).

According to Marinez and Garcia (2014), tourism is considered to be the complex of activities that are carried out by individuals during trips and stays in places other than their usual surroundings, for a period of less than 1 (one) year, with the objective of for leisure, business or others.

Regarding this concept, according to a document prepared by the Brazilian Institute of Geography and Statistics (IBGE, 2008), tourism can be understood as an activity in gradual expansion during the last few years, and also as an economic and social phenomenon. As a result, the classic concepts of tourism, based on the characteristics of visitors, the conditions in which they carried out their trips and stays, the reason for their visit, etc., have been complemented by an economic perspective.

In this sense, the concept of social tourism emerges, therefore, in the first decades of the 20th century, as a proposal to provide vacations and leisure to the largest number of people within the expanding tourism industry (Brasil, 2017).

Tourism generates economic movement, employment, income and public revenue, constituting an instrument for economic and social development, promotion and cultural diversity and preservation of biodiversity. In this sense, it is essential that this sector be the object of planning, regulation, coordination and inspection by public authorities, so that it is promoted and encouraged, both nationally and internationally (Marinez & Garcia, 2014).

For Casmiro Filho (2002), in addition to these economic benefits mentioned, tourism is also capable of contributing to the improvement of income distribution among the different regions of a country, considering that the infrastructure of poor regions allows these receive tourists from more developed and higher income regions, causing income migration to those areas.

The importance of the tourism sector is recognized both by developed countries and by countries that are still developing, and the latter consider that the increase in the tourism sector is capable and adequate to raise them to the first world, as a result of of the economic advantages conferred on them, mainly in relation to the generation of jobs and the raising of foreign exchange (Silva, 2004).

Thus, it is possible to notice a growing awareness about the role that tourism plays or can play, either directly, indirectly or induced, on an economy, in terms of value generation. Still, it is important to mention that the economic analysis of the tourism sector is based on the measurement of products (goods and services) that visitors consume during their trips and on the impacts that the offer of these products has on macroeconomic variables and their interaction. relationship with other economic activities (IBGE, 2008).

For all the above, it is observed that the tourism sector has a significant importance and constitutes an alternative capable of promoting growth and regional and local development, in addition to being a propelling activity of the economic sector.

According to Brandão and Costa (2008), the new dynamics that influence the development of the tourism sector, caused by factors related to tourist demand and supply and issues of economic and sociocultural conjuncture, have led to increased competitiveness between destinations. tourism and the need to implement new models of planning and management of destination areas.

Much has been discussed about values, principles and guidelines necessary for the strengthening of Social Tourism in the world. However, it recognizes the various challenges that still need to be faced, either because of its dynamics or because many goals have not yet been achieved (Brasil, 2017).

This way, in the context of the recognition

of the new dynamics that currently affect the tourism sector, new trends arise in terms of management and planning models of tourist destinations, which allow them to adopt important mechanisms and instruments for sustainable management and maintenance. levels of competitiveness in the global market (Brandão & Costa, 2008).

Thus, the new dynamics that characterize the evolution of the tourism sector will introduce profound changes in the management and planning of tourist destinations. Issues such as the transformation of demographic trends and consumption patterns will lead to the need to innovate in terms of tourist products and proposed activities, climate change, resulting from global warming, begins to change the attractiveness of several tourist destinations (Brandão & Costa, 2008).

Worldwide, in the last decade of the millennium, when new objects and tourist destinations emerged, the intensification of heritage processes gained prominence. The economic costs associated with maintaining historic cities and heritage sites in general are substantial (Fortunato *et al.*, 2016).

Also, according to Brandão and Costa (2008), the new dynamics of the tourism sector have made planning and management provide changes that accompany the development of the sector; This is because the existing traditional models in this area demonstrate that they are not capable of incorporating the new trends and emerging demands of contemporary society.

This way, with the lack of aptitude of classical planning and with the evidence of the negative impacts observed in several tourist destinations, in the 1980s, new approaches appeared capable of providing the appropriate combination of this planning and organization of the territory, considering the main purposes aimed at. by the tourism sector (Brandão; Costa, 2008).

In view of the above, it is possible to observe that, as a result of the new dynamics verified in the tourism sector today, an adaptation is necessary, so that it is possible to effectively achieve the advantages provided by tourism, especially in large cities.

According to Marinez and Garcia (2014), some of the problems faced by the tourism sector, in the contemporary scenario, are: problems with security, lack of interconnected flights in the country and high prices, unstructured and unsafe roads, lack of infrastructure, occupation irregularity, social disorganization, lack of creativity, information and organized tourist reception, absence of free maps, dangerous activities without tourist orientation and disrespect for environmental regulations.

Also according to the understanding of these authors, all these problems presented in the tourism sector must be properly monitored and dealt with by the responsible authorities.

Specifically with regard to tourism in Brazil, Saab (1999 *apud* CASMIRO FILHO, 2002) states that the following challenges can be highlighted, which contribute to preventing further growth of international tourism in the country: lack of adequate infrastructure for tourist services (lack of hotel infrastructure, inadequacy of services provided by travel agencies and tour operators, little offer of services complementary to hosting); problems with public safety (high crime rates in the country); lack of adequate transport for tourists (high prices for domestic air tickets, little use of rail, sea and river transport; lack of investment in promoting the country abroad.

For Silva (2004), the impacts of tourism as an economic activity originate in a process of change that does not constitute a set of events resulting from a single cause; on the contrary, these impacts are the consequence of a process of interaction between tourists, communities and receiving environments.

Thus, as a result of these new dynamics, which require new postures, the tourism sector faces challenges. Nowadays, a significant challenge for the tourism sector, especially in large destinations, is to allow the compatibility of this activity with the sustainable development of the place.

According to Hanai (2012), the recognition and appreciation of issues such as the exchange between societies and nations, the development of environmental awareness, respect for the natural environment and cultural singularities, and the relationship between individuals and the quality of life, have led to great discussions and the proposition of sustainable development.

This is because, to the extent that individuals want to enjoy all natural, cultural and artificial resources and beauties, if the force of the public power is not present, it is possible to verify true environmental disasters involving problems such as vandalism, irregular occupations, coming and going in disorder that directly impact the environment (Marinez & Garcia, 2014).

According to Hanai (2011), sustainability aspirations stem from academic, ideological and technological reflections about the current process of social and economic development, a fact that leads to new ideas of thinking, approaching and acting in development processes and phenomena.

The concern with environmental issues arises because of the crisis caused by the scarcity of natural resources, resulting from the uncontrolled, incessant and irrational use of these, which, in turn, is motivated by the unbridled and frenetic pace of global growth, marked by the mode of production. capitalist.

Thus, the environmental problem became generalized and induced several effects in the advancement and orientation of scientific disciplines to try to solve it, in order to emphasize the relevance and

emergence of analyzes regarding the effects of the environmental issue on the production of knowledge and the process of inserting knowledge within different scientific paradigms, with the purpose of elaborating conceptual bases that allow thinking about the articulation of socio-environmental processes (Hanai, 2011).

Given this, there are several attempts to provide environmental protection and conservation, such as protective legislation, studies and research in this area.

It is important to note that, pursuant to Law no. 6938/81 - National Environmental Policy -, the environment can be understood as the set of conditions, laws, influences and interactions of a physical, chemical and biological nature, which allows, shelters and governs life in all its forms (Brazil, 1981).

The greater perception that natural resources are finite arises in the 60's and 70's, the so-called nuclear age, through environmental movements and the community in general, in the face of forest and environmental damage, thus arising great pressure from environmentalists, communities and organizations. international organizations in order to minimize such impacts. (Martins *et al.*, 2012).

Until the first half of the 20th century, companies emerged and expanded without major concerns about the environmental and social impacts caused by them, given that progress was seen as a consequence of growth and economic development (Borges *et al.*, 2014).

This way, the expansion of consumer markets and the number of companies led to an increase in the generation of waste and consumption of raw materials, all in a context in which the perception prevailed that natural resources and the capacity to absorb pollution around the planet were infinite (Borges *et al.*, 2014).

It was only from the 1960s onwards that the current development model began to be questioned and, as a result of this questioning, discussions began to emerge, albeit in an incipient way, about the feasibility of enterprises maintained in the patterns of intensive consumption of raw materials, raw materials and their impacts on the environment and society (Borges *et al.*, 2014).

Until the 1980s, the term “sustainable” was mostly used by professionals in the environmental area as a reference to an ecosystem that remains robust and stable, despite aggressions resulting from human exploitation. In the early 1980s, the United Nations (UN) resumed the debate on environmental issues, through the creation, in 1983, of the World Commission on Environment and Development, known as the Brundtland Commission, chaired by Gro Harlem, First -Minister of Norway, with Sudanese Mansour Khalid as Vice-President (Pereira *et al.*, 2012).

Based on this context, the concept of sustainability emerged in 1987, with the publication of Our Common Future, the report of the World Commission on Environment and Development (WMMAD). Since then, the term “sustainable development” has been widely used and disseminated, both in academic and intellectual debate, as well as in the commercial use of its idea (Hanai, 2011).

The sustainable development movement is based on the perception that the Earth's carrying capacity cannot be exceeded without major environmental and social catastrophes occurring (Barbieri, 2016).

However, there are already clear signs that, in several cases, acceptable limits have been exceeded, as evidenced by several environmental problems: global warming, destruction of the stratospheric ozone layer, pollution of rivers and oceans, accelerated extinction of living species, as well as serious

social problems such as poverty, urban settlements lacking minimum infrastructure for a dignified life, urban violence, drug trafficking and globalized epidemics (Barbieri, 2016).

This way, these global problems can only be resolved with the participation of all nations, governments at all levels and civil society, each in its own area of coverage and performance. In this sense, organizations play a central role, given that various socio-environmental problems have been produced and stimulated by their activities (Barbieri, 2016).

In this scenario, according to Marinez and Garcia (2014), situations involving Environmental Law and the tourism sector deserve special attention from professionals, entrepreneurs and authorities in these areas, given that their impacts directly affect the economy, communication, safety, consumer protection and the elimination of technical and commercial barriers, thus making excellence in the area unfeasible.

This way, a sustainable society is one that does not put natural resources at risk – water, soil, fauna, flora, air, etc. – on which, therefore, sustainable development depends is the development model that follows these principles. It is therefore different from the traditional growth model, which is based exclusively on economic aspects, such as increased production and consumption (Pereira *et al.*, 2012).

To circumvent the problem of environmental degradation, two strategies were created. One of them is the motto “think globally and act locally”, which means that one must not wait for ideal conditions at the international and national levels before starting to act. The other strategy was to disaggregate the constitutive elements of sustainable development into dimensions (social, economic, ecological, spatial, cultural, political, institutional) (Barbieri, 2016).

According to Pires (2010), the relationship between tourism and the environment is so broad and multifaceted that its theoretical approach requires the definition of a focus so that, from there, it delimits the scope of the thematic content without, in doing so, ignoring the existing connections with other pertinent aspects, however inserted in areas of thematic approach outside the defined focus.

Sustainable development intends to enable the integration of the social-economic-environmental tripod, in order to harmonize financial profitability and economic growth with justice and social well-being, environmental conservation and the rational use of natural resources. In this sense, entrepreneurship, which has always been considered an agent of social transformation, especially for economic growth, is now also considered a vehicle that can contribute to sustainable development (Borges *et al.*, 2014).

In this sense, the 2030 Agenda of the United Nations - UN establishes 17 (seventeen) Sustainable Development Goals (SDGs), and tourism, as an activity with potential for growth and importance for the economy and society, is related in way with several of these objectives.

As an example, it is possible to mention the objective of promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; ensure sustainable production and consumption patterns; and conservation and sustainable use of oceans, seas and marine resources for sustainable development (Brasil, 2017).

Environmentally sustainable economic growth refers to economic development that is able to meet the needs of all without leaving future generations with fewer natural resources than current generations enjoy. Thus, the essence of this form of development is a stable relationship between human

activities and the natural world. The purpose, therefore, is to achieve balance and harmony between environmental sustainability, economic sustainability and socio-political sustainability (Akabane & Pozo, 2020).

Considering this scenario, sustainable tourism was defined by the World Tourism Organization (WTO) as one that “meets the needs of today’s tourists and receiving regions, while protecting and expanding opportunities for the future” (WTO, 2003, p. 24).

According to Hanai (2011), it is possible to recognize a significant advance in the concern with sustainability in relation to more restricted economic approaches to the tourism phenomenon. Some processes that currently have the greatest impact on environmental quality are: global warming, climate change, depletion of the ozone layer, air and water pollution, natural disasters, among others.

It is important to mention that, if tourism can be considered one of the causes of global warming, on the other hand, it is directly affected by climate change, since the regions where there are more risks of such changes (coastal areas, small islands, lowlands and wetlands) comprise the main tourist attractions around the world (Pires, 2010).

In this sense, it is important to make sustainability and the tourism sector compatible, and the challenges related to sustainability must be overcome, so that the tourism sector can achieve all its purposes and proportionately, effectively, benefits for the whole society.

It is noteworthy that tourism is capable of stimulating employment and investments, as well as being able to modify the use of land and the economic structure of the destination areas, while at the same time, at the global level, it makes a positive contribution to the balance of payments of countries; also, this sector generates indirect activities that affect several sectors of the economy, from industry

to agriculture (Silva, 2004).

In addition to the problem related to sustainability, there are also difficulties regarding the public safety of large tourist destinations. According to Beni (2001), public security is defined as a set of services that aim to provide society and each individual with the highest degree of guarantee of economic, social, cultural and recreational aspects.

In addition, the gradual importance of safety and the need to incorporate notions of ethics and sustainability in the planning and management of tourist destinations, through the creation of differentiated, organized and sustainable tourism products that enhance regional development and long-term prosperity, they are also issues to which the new, more demanding and informed consumer is increasingly aware and, this way, they are positioned as differentiating factors for the competitiveness of destinations (Brandão & Costa, 2008).

According to Beni (2001), tourism is one of the activities that needs control to maintain social order and, in this sense, public safety must be considered one of the main objectives of public managers in tourist destinations to increase tourism potential, and there must be partnership between public managers and the private sector in the elaboration of public tourism policies.

Also for the author, due to the attack on the World Trade Center, in New York City, in 2001, it was considered the worst year for tourist activity in several parts of the world. It was only from 2003 onwards that tourist activity began to overcome the impacts caused by the September 11 attacks that took place in 2001. In parts of the world, due to the waves of attacks that year, the three main North American companies presented losses of around 7.7 billion dollars in 2001 (Beni, 2011).

For Silva and Silva (2016), the tourist,

when traveling, seeks security, tranquility, peace, fun, without being disturbed, and the destination country must maintain or improve its tourist activity so that social conflicts become irrelevant, in the which refers to their negative interference in determining the visit to a destination.

In this sense, for tourism to be effectively a distributive and democratic activity, it is necessary to permanently define and encourage the adoption of effective social public policies, which allow greater interrelation between the numerous existing cultures, respect for diversity, the promotion of peace and quality of life for all (Brasil, 2017).

It is therefore necessary to identify the potential of each tourist destination, and adequately plan policies and actions to enable the development of the place, in order to promote benefits in all areas. This way, it will be possible to promote responsible and sustainable tourism, overcoming the challenges that arise due to a complex society that is in continuous transformations.

According to Silva (2004), activities related to the tourism sector involve not only entrepreneurs in this sector and their target audience (tourists), but also a series of other bodies in society and the economy. Still, for the author, planning is essential to organize the different participants in the process, in order to define their competences, aiming at maximizing the positive effects arising from the tourism sector, rationalizing expenditure on infrastructure in a scenario of scarcity and high cost of capital.

The Government, therefore, needs to structure destinations from the perspective of supply and demand of the tourist sector, in order to assess all the negative impacts that the lack of planning may eventually cause, such as socioeconomic, cultural and environmental impacts.

CONCLUSION

Currently, tourism is the subject of intense discussions, considering that it is necessary to take advantage of the benefits offered by tourism activities and, for this reason, numerous researches are carried out for this purpose.

Considering all these benefits offered by this sector, it is essential that tourist activities are properly organized and managed, so that their benefits and objectives are effectively achieved, in order to provide advantages in all areas of society.

This way, as a result of the new dynamics of the tourism sector – a fact that entails new social demands – it is essential that a readaptation of the activities and management of this sector occurs. This is because the new dynamics that influence the development of the tourism sector, caused by factors related to tourist demand and supply and issues of economic and sociocultural conjuncture, lead to the growth of the dispute between tourist destinations and the need to create and execute models reformulated planning and management of tourism receiving areas.

As a result, the new dynamics that characterize the evolution of the tourism sector will introduce profound changes in the management and planning of tourist destinations.

However, this management must be adequate, so that it can overcome the challenges that are shown today: problems with security, lack of structure of the destination location, disorganization, lack of adequate information, difficulty in reconciling tourism and sustainable development.

With regard to sustainability, as individuals enjoy natural, cultural and artificial resources, if the government is not present, it is possible to verify real environmental disasters.

This way, the concern with environmental issues is manifested due to the crisis fostered

by the scarcity of natural resources, resulting from the unrestrained and endless and senseless use of these, which, in turn, is stimulated by the vertiginous and ecstatic rhythm of global growth, marked by the capitalist mode of production.

Thus, sustainable development intends to enable the integration of the social-economic-environmental tripod, in order to harmonize financial profitability and economic growth with justice and social well-being, the conservation of biodiversity and the responsible use of natural resources.

As for public safety, the importance of planning and managing tourist destinations is noted, through the creation of differentiated, organized and sustainable tourist products.

Therefore, by the present work, it was possible to observe that the tourism sector is dynamic and provides numerous benefits, both in the personal scope of each individual, as well as in the social and collective scope, being responsible for great social and economic transformations. Tourism is capable of generating economic flow, direct and indirect jobs and public revenues, thus establishing itself as an instrument of economic and social progress, promotion and cultural diversity, which must be prioritized by public policies.

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