

A POSSIBLE SOCIAL IMPACT ON THE SUPPLY INVENTORY TOURIST SITE OF CAMAÇARI

AN IMPACT POSSIBLE SOCIAL ABOUT CAMAÇARI TOURIST OFFER INVENTORY

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Abstract: This article aims to reflect on the effectiveness and functionality of Camaçari's tourism development action plan, considering the difficulty of accessing and consulting the inventory of the municipality's tourism offerings in electronic media. To achieve this objective, a qualitative bibliographical research was carried out. To this end, official and technical documents that discuss the construction of a tourism plan for the municipality based on the city's intended Urban Development Plan were used.

Keywords: Inventory of Tourism Offer. Camaçari. Development.

Abstract

This article aims to carry out a reflection upon the tourist development plan for Camaçari, given the difficulties in accessing the relevant institutional data inside the Camaçari inventory offering tour, it should also be made available through electronic means.

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country

To achieve this goal qualitative and bibliographic research was carried out and the theoretical documents have used that dialogue about planning tourists from the urban plan.

Keywords: Tourist. Goal. Planning Tourists.

1 Introduction

The safeguarding of the listing of the Unzô Tatêto Lembá terreiro by the municipality of Camaçari (2016) placed the city on the map of Afro-ethnic tourism in the State of Bahia. The City of Camaçari, through the local Tourism Department, is investing in creation of an integration plan for the most varied tourist attractions in the municipality. On the occasion, the municipal secretary of tourism Gilvan Souza presented the plan

of action for the city's tourist development.

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The municipality's intention is to identify and promote attractions for the full promotion of Camaçari as a complete destination with conditions to attract and entertain throughout the year year. The Mapping of Afro-ethnic tourist activities aims to go beyond the cultural celebrations in Candomblé Terreiros, aiming to integrate the leisure and entertainment of coastal regions with the culture and religiosity of rural areas and headquarters. The primary function of the plan is to enhance and promote exchange between the terreiros and entities that provide this reception and tourism operators. (PREFECTURE MUNICIPALITY OF CAMAÇARI, 2019).

2The plan and some concerns

The action plan seems to sound harmonious in terms of its political functionality in the sense of bringing together the various social actors for a consensual understanding about the its representation for the product of Afro ethnic tourism. However, this action of in isolation does not solve anything. Some concerns arise that are necessary to enhance and implement the segmentation of Afro-ethnic tourism. A lack of clarity as to the broader exposure of the integrating mechanisms that will act together with the action plan. Following the example of the transparency of the local Tourism Master Plan, which instrumentalizes the real reading of the city regarding its urban zoning, organization road system and environmental protection. In addition to planning, the ideal is to establish a participatory planning process. But what does participatory planning mean?

According to BUARQUE (1999 *apud* PARANÁ TURISMO, 2017, p. 31). It is a process technical and political shared decision-making on the actions necessary for local development, which ensures the involvement of various social actors in understanding of reality, in defining the priorities of the community involved in development process, which leads to the construction of a collective project with convergence of society around fundamental priorities for action.

This instrument also enables the definition of a strategy for intervention immediate construction of the city; of tourist demand, of the tourist inventory in its multiple aspects such as Infrastructure to support tourism, characterization of municipality, tourist services and equipment, tourist attractions, segmentation; tourist offer, which depends on the tourist inventory; the institutional marketing plan

corresponding to create a segmented market with the aim of consolidating and leveraging the business, not just, the Afro ethnic tourism of Camaçari.

According to Ruschmann (1997), planning is developing spaces, together with the activities that meet the needs of local populations and tourists, constituting in public power goals, together with the community and private sector. The preparation of strategic planning for the development of tourism aims to objective to seek solutions, more efficiently, for future problems or in some cases , to be able to avoid them. In this way, "Tourism is influenced and worked by various actors in society who contribute to the functioning of its system. One system is the way in which any set is organized to produce a result."

(PARANÁ TOURISM, 2017, p.12)

For further clarification, we cite the document Inventory of the Tourist Offer of

Paraná Turismo (2017, p. 14) defines: Tourist Attractions are essential for there are tourism consumers. They are "Elements of nature, culture and society - places, events, objects, people, actions - that motivate someone to leave their place of residence to know them or experience them" and must have a minimum structure to provide a tourist experience.

Tourist facilities and services are the "set of establishments and service providers services that provide the visitor with the conditions to have a good stay". They "include the accommodation and/or lodging, food and beverage sectors, tourist transport, agency, tourist entertainment and tourist information."

(RUCHSMANN, 2002, p.135 apud Paraná Turismo, 2017, p.14)

Support Infrastructure are "Public and private facilities and services that provide the well-being of residents and visitors alike, such as the transport, health, communication, water supply, energy and so many other basic structures and facilities existing in the municipality" (MTur, 2011, *apud* Paraná Tourism, 2017, p.14)

3The investigation process

To criticize, the citizen needs to know the object. The action plan for the tourist development of Camaçari is not available in media institutional electronics. Curiosity is inherent to the human condition to know

how the space develops, together with the activities that meet the desires of local populations and tourists, constituting goals of the public authorities, in together with the community and private sector.

A personal script was constructed to understand the hypothetical construction of the municipal action plan. Knowing the municipality's Master Plan is essential to raise a reading of the real city involving themes and questions related to aspects social, economic and environmental, which supports the formulation of realistic hypotheses about development options and territorialization model. This is provided for in the Federal Constitution and regulated in the Statute of Cities (Federal Law No. 10,257/01), defines the criteria for planning cities and urban expansion areas, such as also the basic rules of urban zoning, urban land subdivision, ordering of the road system and environmental protection. The objective of the plan is to relate instrumentalize possibilities for defining a strategy for intervention immediate, establishing a principle of action for all agents involved in the city construction.

4Dialoguing with legislation

The Master Plan has been a constitutional requirement since 1998 for cities with the population over 20,000 inhabitants. Camaçari has 300,000 inhabitants. The Statute of Cities reaffirms this guideline, also establishing it as mandatory for municipalities located in metropolitan regions or urban agglomerations; in areas of tourist interest; or in areas under the influence of high-impact developments environmental. According to Law No. 6,513/1997 (Chapter I, Art. 1):

Special Areas and Sites established in accordance with this Law are considered to be of tourist interest, as well as assets of cultural and natural value, protected by specific legislation, and especially:

- I – Goods of historical, artistic, archaeological or prehistoric value;
- II – ecological reserves and stations;
- III – areas intended for the protection of renewable natural resources;
- IV – cultural or ethnological manifestations and the places where they occur;
- V – the remarkable landscapes;
- VI – locations and natural features suitable for rest and the practice of recreational, sporting or leisure activities;
- VII – usable hydrothermal sources;
- VIII – locations with special climatic conditions;

IX – others that may be defined, in accordance with this law.

Further on, the same Law presents the concept of “Special Areas of Interest Tourist” and “Places of Tourist Interest”, stating that (Law No. 6,513/1977 Chapter I):

Article 3 - Special Areas of Tourist Interest are continuous stretches of the national territory, including its territorial waters, to be preserved and valued in the cultural and natural sense, and to carry out tourism development plans and projects.

Article 4 - Places of Tourist Interest are sections of the national territory, whether or not included in Special Areas, intended for their suitability for the development of tourist activities and the implementation of specific projects, and which include:

Therefore, the local Master Plan allows the municipal manager or citizen to know whether the tourism is considered in the planned development. The Master Plan of Urban Development of the Municipality of Camaçari created by Law No. 866/2008 of 11 January 2008, Chapter III of zoning, Section I, of the Urban Zone, art. 36, paragraph VII deals with: VII. Tourist Interest Zone (ZIT): includes areas with potential landscape, environmental and touristic, where leisure and recreational uses should be encouraged hotel, safeguarding public access to beaches, riverbanks and wetlands. (Camaçari, 2008).

5The inventory of tourist supply

The next step was to look for the Municipal Tourist Offer Inventory in the media. institutional electronics to know the exact location of the Zone of Interest Tourist and its tourist attractions. Tourist Attractions are essential for that there are tourism consumers. They are “Elements of nature, culture and society – places, events, objects, people, actions – that motivate someone to leave from your place of residence to know them or experience them” and must have a minimum structure to provide a tourist experience (Paraná Turismo, 2017). Failed experience in this attempt through this means of accessing information. The inventory is the collection of data on the Tourist Offer of tourist attractions (whether they natural, historical-cultural, economic activities popular manifestations, events and technical/scientific achievements); tourist facilities, accommodation, food, entertainment, agency and others) and the infrastructure to support the

tourism (such as transportation, security, communication, health and other basic structures and municipal facilities).

Its importance is linked to the fact that it makes it possible to select elements capable of to generate current or potential tourist flows, presents and identifies the singularities of tourist attractions, to transform them into a tourist product. It makes it possible to carry out a critical analysis based on comparative parameters of the differential aspects, determining the type of Tourism to be developed, based on quantitative aspects and qualitative aspects of the offer with the aspirations, motivations and needs of demand, thus making it possible to carry out assessments and establish priorities for the application of resources.

It also provides subsidies for better planning, generates knowledge of the locations tourist information, as well as their conditions of use. It is also the function of the Inventory offer a systematic study of the offer, quantify and qualify the attractions inventoried, allowing their evaluation, facilitates the adoption of precise measures of protection and organization of tourist resources through planning, create a technical instrument to support studies and projects to be developed by different segments of the sector and contribute to the identification of the actors involved in tourist activity.

In addition to this, good communication in the context of the tourist system composed of group presence of the main social actors: public managers, businesspeople, professionals and service providers in Tourism, and community involvement.

There is no point in the public authorities having a strategic vision of the sector, the partners, the structural bases of the municipality does not do its part. The results and effectiveness of the sector will be committed. Each party has a decisive role to play and make the tourism system meet visitors' expectations and be good for the municipality.

6Sustainable tourism

It is very common to talk about tourism focused on sustainability. After all, What is this? For the World Tourism Organization "Sustainable tourism is the activity that meets the needs of tourists and the socio-economic needs of the regions recipients, while cultural integrity, the integrity of natural environments, and the

biological diversity are maintained for the future.” (WTO apud PARANÁ TOURISM, 2017, p. 10).

In this way, tourism will promote socioeconomic development and quality of life. residents' lives, improve local services, generate employment and income, and boost existing economic potential, promoting social inclusion and enabling improvements in the Municipal Human Development Index (IDHM), will contribute to preservation and maintenance of green areas, in addition to promoting and highlighting local culture and bring satisfaction to visitors. It is worth clarifying that for the success of sustainability in tourism, the community and the municipal public management must be involved in the context of the tourist offer a of its mechanisms which is the Support Infrastructure. These are facilities and services public and private, which provide the well-being of residents and visitors, such as the transport, health, communication and water supply systems water, energy and many other basic structures and facilities existing in the municipality. Thus, tourists are attracted by a differentiating factor and end up add income to the municipality, as they spend on attractions, equipment and services offered. And this money, brought from outside and injected into the local economy, is what will to promote the development and especially the growth of tourism activity and, consequently, of the municipality.

Tourism brings many benefits, involving the entire municipality and/or region. Not only the owners of tourist attractions (places, events, objects, people) and tourist equipment and services (accommodation and/or lodging sectors, food and drinks, tourist transport, tourist entertainment and tourist information) win, but those indirectly involved also win, the rural producer, the bricklayer, the traders in general and many others.

According to (WTO, 1994) tourism activity has a multiplier effect, since that at least fifty-two sectors of the economy are impacted in their development. The injection of money into the municipality's economy generated by Tourism development boosts local trade and economy benefiting not only the entrepreneurs directly involved, but the entire population who, in turn, ends up becoming interested and involved in some way with the activity. It is important to highlight that for efficient municipal management it is necessary to have clarity that tourism is interdependent on other sectors such as transportation, communication, access, urban structures, culture, environment, among others. In other words,

one must seek to work in partnership with all the organizations that operate there, whether whether governmental or non-governmental.

For tourism to develop sustainably, that is, in harmony with the social, economic, cultural and natural environments of a location, planning needs to be a tool in constant use and review, so that it strengthens the activity tourism and reduce the negative impacts within the community where it was or will be inserted.

Within the context of government spheres, whether at national or state level and/or location, planning the use of basic spaces for the development of tourism, must be an essential premise, so that natural and artificial resources are offered in a sustainable manner.

According to Rose (2002, p.25 apud CITY HALL OF UBATUBA, 2017, p. 63):

[...] the lack of adequate planning in the use of resources [...] of a tourist destination may result, in the medium term, in the exhaustion of these resources which, in most cases, are irrecoverable, making commercialization unfeasible and, consequently, leading to the abandonment of the location by demand.

7 A new social impact

In this wave of changes and social transformations that crosses our contemporary times, an unprecedented fact arises that shakes the city of Camaçari. What is the how long has the municipality existed? The local media brings the provocation of the native historian and researcher Diego Copque, through videos and articles, where he states that the city has more than 4 (four) centuries of existence. The Municipal Chamber of Camaçari through the The office of Councilwoman Fafá de Senhorinho gave the author's work credit for creation of Bill No. 30/2019 (Annex A) which inserts into the program content of Elementary Education I and II (1st to 9th grade) of public school classes and private education in Camaçari, the history of the Municipality, and provides other measures; and the Bill No. 34/2019 (Annex B) which inserts into the city's official calendar of events the Civic and Cultural Festival of Vila de Abrantes and provides other measures. In the municipality through this historian it became known that in the colonial period the city crossed two important roads: Estrada das Boiadas and Estrada Real. These were the two roads

oldest in Brazil. The Estrada das Boiadas has its historical importance and commercial, this passes through the municipality of Camaçari, which was the access route for the troops Brazilians headed to the city of Salvador on July 2, 1823 for full consolidation of the Independence of Bahia. Another aspect to highlight both the Estrada das Boiadas and the Real (Appendix C) there are remnants of the same in the city. (COPQUE, 2019, Camaçari on the path of "symbolic fire" and its presence independence from Bahia). In the religious aspect it was revealed that the celebration party in reverence to Divino Espirito Santo in Abrantes is the oldest in Brazil (1558). In this space, There is also the church of Abrantes, which is one of the oldest in Brazil. Considering that the economic activity of tourism is sensitive to changes social, cultural, environmental, among others. This event can interfere in the composition of the municipality's tourist offer, given that tourism is much more than leisure. Tourism is an economic activity, with political, social, environmental and cultural. (Paraná Turismo, 2017, p.12). Mário Carlos Beni, also defines tourism as: "The sum of phenomena and relationships resulting from travel and stay of non-residents, insofar as it does not lead to permanent residence and is not related to any remunerative activity." (BENI, 2001 p.36). Oscar De La Torre defines tourism as follows:

Tourism is the social phenomenon that consists of the voluntary and temporary displacement of individuals or groups of people who, fundamentally for reasons of recreation, rest, culture or health, leave their usual place of residence for another, where they do not carry out any profitable or remunerated activity, generating multiple interrelationships of social, economic and cultural importance. (DE LA TORRE, apud GOVERNMENT OF PARANÁ, 2017, p.11).

Considering that the valorization of communities can generate economic impacts, cultural and social aspects. To what extent did the approval of Bill No. 30/2019 which is included in the program content of Elementary Education I and II (1st to 9th grade) of school classes in the public and private education network in Camaçari, the history of Municipality, may impact the municipality's Tourist Offer Inventory, considering that scientific information related to the remaining roads from the colonial era – Estrada Real and Estrada das Boiadas - in theory, it contextualizes in harmony the definition of areas of tourist interest by Law No. 6,513/1997 (Chapter I, Art. 1), item I, which deals with goods of historical, artistic, archaeological or prehistoric value?

Tourism activity is sensitive to internal and external cyclical movements, whether economic, environmental, social, among others. There is a direct relationship with the formats of your business and segmentations of activity. See that the attack on the towers twins occurred on September 11, 2001, the entire tourism business chain in America was redirected to domestic tourism. Given that at the time the American government closed access to entry for foreigners or tourists under suspicion of new actions terrorists on their soil.

It is important to highlight that the integrated development plan for sustainable tourism, according to the municipal secretary of tourism, Gilvan Souza, presents an agreement with the SEBRAE to train all street vendors on the Camaçari coast, the public authorities is in dialogue with the gastronomy trade around 1,100 people to train, guide handling, positioning, identify with other bodies as Public Prosecutor's Office, Military Police, Guardianship Council, Social Action Secretariat with aiming to eradicate the exploitation of child and sexual labor within the hotel chain. By starting this action plan the city receives its first environmental impact, the advance from the sea that left many structural problems and more recently the appearance recurrent oil spills in the coastal region of the municipality, which obviously distorts the entire work plan and takes the focus away from the public authorities' intentions transform tourism as the main economic vector of the municipality. (Information verbal)³. Faced with this storm, the government does not present a plan of contingency to deal with the socio-environmental phenomenon in view of the structure of its planning. The truth is that a sustainable plan was expected that also included actions aimed at Special Areas of Tourist Interest and Places of

Tourist Interest, as to the socioeconomic needs of these receiving regions as recommended by Law 6,513/1997 and Law 866/2006 regarding the Plan of Urban Development of Camaçari, while cultural integrity, integrity of natural environments and biological diversity that will be maintained for the future.

Considering that economic activity tourism is sensitive to cyclical movements internal and external, whether economic, environmental, social, among others.

A poorly planned action in one place can affect another as a consequence, therefore, according to (RUCHSMANN, 1999, p. 87 apud PREFEITURA MUNICIPAL

DE UBATUBA, 2017, p.63) "tourism planning must cover not only a

³ Information obtained during an interview with the municipal secretary of tourism of Camaçari, Gilvan Souza, on October 30, 2019, on the interview program Camaçari em Debate with the theme Impacts of oil spills in Camaçari. Access: www.youtube.com

resource (or location), but also its surroundings, basing their studies and proposals beyond political and administrative limits”.

Final considerations

Imagine functionality and effectiveness to understand and contribute to the Plan Action for the Development of Tourism in Camaçari without even knowing the Inventory of Tourist Offer that could be made available on an institutional website is a herculean task. This Tourism Offer Inventory is the basis for planning, that is, it is a condition for carrying out the Municipal Tourism Plan which must have some supposed relationship of equivalence with the aforementioned Action Plan previously. For how can we plan without knowing what we have to offer, who offers and how it offers.

According to Lima (2001, p. 15), “developing the tourist potential of each region is impossible without planning and planning requires consistency and reliability of data as a basis for analyses and sound decisions”. Therefore, the inventory of the offer tourist information is essential to provide knowledge of what a municipality has that is capable of for use for tourism purposes to support planning, management, promotion and incentive for the commercialization of tourism through the adoption of a standard methodology for inventorying the country's tourism offerings.

To inventory means to record, select, count and know what is available and generate information, to think about how a certain goal can be achieved. In the case of tourism, the inventory consists of surveying, identifying, registering and publicizing the attractions, tourist services and equipment, tourism support structures, tourism bodies management and other items and general conditions that make tourism activity viable, based on information so that the process can be properly planned and managed development.

These procedures for inventorying the tourist offer allow us to know the characteristics and dimension of the offer, what needs to be improved or perfected, finally, what initiatives should be taken and what can allow municipalities, regions, states and the country to develop more competitive and sustainable tourism. With these results, you can plan and invest more safely, guiding your business and tourism policies.

The research experience led us to envision other alternatives to seek the Inventory of the tourist offer, which culminated in the discovery of INVTUR, this is the Inventory of the National Tourist Offer which consists of the survey, identification and registration of tourist attractions, tourist services and equipment and tourism support infrastructure as a basic information instrument for the purposes of planning, management and promotion of tourism activity, enabling the definition of priorities for available resources and the encouragement of national tourism.

The purpose of INVTUR⁴ is to function as a reference equipment for students, entrepreneurs and consultants, in order to: make available to visitors, planners and managers of reliable data on the Brazilian tourism offer. This mechanism directs to search with the contacts of the state coordinators. The search attempted make contact with the coordination of the State of Bahia, but we were not successful in communication with institutional email rose@bahiatursa.ba.gov.br or by telephone (071) 3117-3087.

The inventory of tourism supply allows us to have a real reading about the protection of areas of tourist interest, which are protected by specific legislation in relation to assets of cultural and natural value: assets of historical, artistic, prehistoric value, sources hydrothermal resources, remarkable landscapes, reserves and ecological stations, among others; as well as Special Areas of Tourist Interest. These are continuous stretches of the territory that are preserved and valued in the cultural and natural sense. In addition to this we can get to know the Places of Tourist Interest which are the territorial stretches intended for their suitability for the development of tourist activities.

The possible approval of Bill No. 30/2019 authored by local councilor Fafá by Senhorinho, which deals with the insertion of the history of the municipality of Camaçari in the programmatic content of Elementary Education I and II can socially impact the Inventory of the city's Tourist Offer, in accordance with the provisions of the Law 6,513/1997 (Chapter 1, Art. 1º), Clause I, which deals with assets of historical value, artistic, archaeological or prehistoric in areas of tourist interest. In addition, the recent discovery of the Estrada Real and the Estrada das Boiadas, which are the oldest in the country that have their historical and commercial importance in the full process of consolidation of the Independence of Bahia. This fact is fully contextualized with Article 3 of the same law; which deals with Special Areas of Tourist Interest that are

⁴See for more information <http://inventario.turismo.gov.br/invtur>

continuous stretches of the national territory intended for the implementation of plans and projects tourism development.

Furthermore, the municipality's tourist demand, also not available in the media, electronics make it difficult to understand as part of a whole the understanding of any planning. Demand is formed by those who visit us (effective) or who intend to visit us (potential). To know the effective demand, they can be carried out searches on travel websites or through specific forms that vary according to the place where it is carried out, as it must adapt to its particularities.

Another relevant observation is the lack of transparency of the Offer Inventory Tourism makes it impossible for us to have a real and clear reading about the possible actions anthropogenic aspects of tourism. The PDDU/2008 of Camaçari suggests that in the Zone of Interest Tourist Zone (ZIT) is encouraged to use leisure and hotel activities, without even showing concern for sustainable tourism. It is clear that this goes against the which guides the Inventory of Tourist Offer, this provides subsidies for a better planning, generates knowledge of tourist sites, as well as their conditions of use. It is incompatible to encourage hotel activity in areas of historical value, artistic, prehistoric, reserves, ecological stations among others.

The law on access to information guides procedures for this purpose. Given that the local population as part of a whole, does not have the expertise of a researcher trained to obtain institutional information. Contemporaneity, too, is marked by the dissemination of knowledge in the digital way with the purpose of informing and transform realities, in addition to shortening distances to reduce isolation between citizenship, lack of transparency and actions of public authorities.

Ultimately, a clearer and more open exposition of the strategic vision of power is necessary. municipal public through transparency in its actions, facilitating and disseminating information of public interest about their actions and plans in the executive sphere. There are relative transparency with the institutional vehicle in digital format, with the presentation of the action plan for tourism development, presented by Municipal Tourism Department. The creation of an institutional website for the department of tourism would fill this gap with excellence.

The community aware of its political space in the process of transformations and with representation on the Municipal Tourism Council can participate in the process

of changes in the place where you live, pointing out needs for the creation of new services and new jobs, among other aspects.

Given the above, it is worth reflecting on the real opportunity to get to know the history of your city, and what valuable impacts your community will have on their daily lives and the municipality's tourist offerings. Knowledge is a value transformable over time. The scientific evidence that brings about changes are present and reveal new discoveries at every moment. This is called evolution. Camaçari deserves to know its history towards the knowledge of other realities. evolved management model is open, co-participative and appreciates involving its community for improvements and benefits of its space and its people. The man who does not know its history tends to repeat the mistakes of the past. Yesterday is not possible change, but a better future depends on what is done now.

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