

An Analysis of the Tourism State Policy Formation in Rondônia, Brazil

Marina Castro Passos de Souza Barbosa  ¹

Haroldo de Sá Medeiros  ²

Gleimiria Batista da Costa  ³

1. Fundação Universidade Federal de Rondônia - UNIR, Porto Velho – Rondônia - Brazil

2. Fundação Universidade Federal de Rondônia - UNIR, Porto Velho – Rondônia - Brazil

3. Fundação Universidade Federal de Rondônia – UNIR, Porto Velho – Rondônia - Brazil

ABSTRACT

The promotion of tourism has been established as part of governmental actions of public policies in Brazil, particularly in Rondônia. Public policies propose the valorization of practices that express knowledge and skills of small farmers and local community in the regional economic sphere, with potential for tourism and capacity to promote economic and social development. This work presents an analysis of the public policy proposals implemented to promote tourism in the State of Rondônia. The study was carried out based on documentary research of the legislation that supports national, regional and state tourism. The results indicate that the promotion of tourism can collaborate to achieve the goals proposed by the public administration that also proposes to value the cultural and natural heritage of the State of Rondônia.

KEYWORDS

Tourism, Amazon, Rondônia, Public Policies Formation.

ARTICLE HISTORY

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1. Introduction

The Amazon is part of the Brazilian spatial system and is composed of its own productive structure and multiple natural environmental possibilities with different actors. According to Becker (2005), the occupation process favored exogenous influences from richer regions, with public and private investments, aimed at serving foreign industries and agribusiness installed in Brazil.

Since the period of occupation, the Amazon region has undergone several changes, influenced by state governments, civil society organization and international cooperation in preservation programs and projects (Becker, 2005). For the author, promoting the policy of consolidating the development of the region demonstrates that the Amazon is an important region, which has already been occupied, but needs to be economically developed and articulated with programs to maintain the standing forest. This is in accordance to the Sustainable Amazon Plan (SAP), elaborated by the government in order to overcome the antagonistic poles and promote balance between the environmental policy and the development policy, which is the plan's central objective.

In Rondônia, the tourism is among the economic sectors impacted simultaneously by the occupation process with exogenous influence, by civil society, by international entities and by the government. The exogenous influence can be observed in two distinct and more impacting situations for tourism development in the State: the first is directed towards territorial occupation and agribusiness, which areas present potential touristic attractions located in private rural properties, producing commodities, without any destination for tourism use. The second one is in protected areas instituted by the public power, with strong influence from the organized civil society, through Brazilian and foreign NGOs or community organizations, which also have tourism potentials, but bring the environmental appeal for preservation and are "hidden", without clear social functions. Thus, understanding this context becomes important, highlighting the specific public policies for the sector, in accordance with the environmental-territorial dynamics.

On 2021, August 24th, the Law No. 5.093 was published and it provided the state tourism policy in Rondônia, which regulates the means to stimulate the development of the sector, in consonance to the welfare of the local population. However, the norm does not mention the origins of its elaboration, the ones who are supposed to promote the actions aimed at the implementation of public policies, the actors or organizations involved, and it does not establish the relations of the policy with the historical dynamics of development or occupation, as well as there is no specific mention about protected areas, despite referring to a federation unit within the Amazon area. Therefore, the objective of this article is to analyze the process of formation of the Tourism State Policy of Rondônia, and, to achieve the proposal, a historical description of previous federal and state policies was carried out, which will be exposed further on.

To define the process of formation of a public policy, the stages that precede implementation and evaluation were used, which, according to Souza (2006), are: agenda setting, identification of alternatives, evaluation of options and selection of options, all of which will be explained further.

Following the orientation of the stages mentioned, it is important to compile and interpret the theoretical and legal debate that makes up the actions of implementation of public policies aimed at tourism in the State of Rondônia for decision-making of new actions aimed at regional development through tourism. Moreover, it is intended to contribute theoretically, presenting an analysis of peer-reviewed scientific articles published in national databases and websites of the State and Federal governments, as well as to apprehend, with some clues, about the peculiarities of the national debate that deals with social and economic development arising from regional tourism, proposing theoretical framework for further reflection on tourism in the most variable areas of Amazon.

2. Public policies: The cycle, the formation and general concepts

Public policies are necessary for the success of the tourism sector, because they establish rules and guidelines to be reached in long and medium term. According to Taveira (2017), public policy is the form of state intervention that contemplates the implementation of the necessary policies to serve the population, within a social reality, by generating positive impacts or not.

The policies prevent the problems identified and makes important the data survey that demonstrate the basic needs of the touristic locality, providing consistent bases for the generation and implementation of public policies that offer real conditions for the promotion of social and economic development, in accordance with the conservation of the environment, having as a major objective the promotion of regional and sustainable tourism (Dos Santos Silva et al., 2013).

Since the 1990s, Brazil has developed a range of social policies, policy and institutional reforms to modernize its economy and facilitate social and economic progress (Lohmann & Dredge, 2012, apud Sousa-Santos, 2020). The demands were emphasized to consider citizen participation in discussions about local public policy agenda formulation and management, which is possible to implement in the face of the welfare proposition and fulfilling local needs, as well as providing closer relations between society and government.

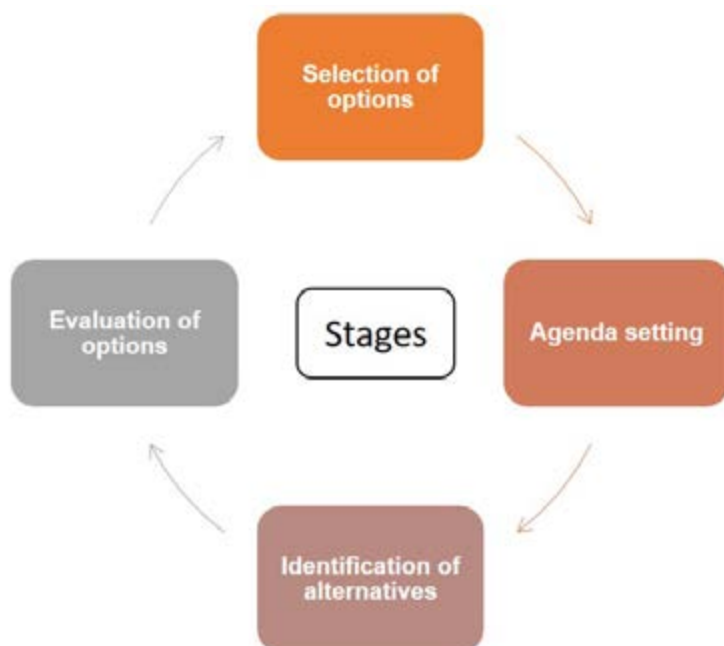
From the various models of public policy we can extract from Souza (2006) this clear definition of the main elements, that are: to distinguish what the government intends to do and what it actually does; to involve various actors and varied levels of decision; do not restrict the policies to formal participants, since the informal ones are expressly important in the implementation process; to extend and not limit itself to existing laws and rules, but promote new systemic concepts; to organize an intentional action, with goals to be achieved and, although there is immediate action and short-term impacts, to consider it as a long-term policy that needs continuity in management and, finally, involves varied and subsequent processes after its decision and proposition stages, which also implies important stages of implementation, execution and evaluation.

As a locus par excellence for the implementation of public policies, the State/society relationship is determined by the historical-structural conditions of development of a social formation (Lobato, 1997). With this premise, it is possible to evaluate the effectiveness of public policies adopted in Brazil, at all stages of the public agenda, because it allows to distinguish the government's intentions and evaluate whether the objectives were achieved in the short or long term at the national, regional or state level.

Although weaknesses are admitted in the context of a Public Policy Cycle, Raeder (2014) presents the stages as analytical tools that make the discussion about the issue clear and didactic, and the need to promote adjustments, if necessary, after each completed stage.

Before the implementation of public policies, an important sequence needs to be fulfilled for the best decision making that, as mentioned by Souza (2006), follows the stages visualized in the Figure 1 and described below:

Figure 1. Steps that precede the implementation of the Public Policy Cycle



Source: Adapted by the authors from Souza (2006)

1- Agenda setting - is about the analysis of the problem and the definition by the government of the needs that will be solved and will be the basis for actions of greater social importance.

2- Identification of alternatives - is about the formulation of alternatives related to the decision making process, defining objectives, programs and lines of action of the public policy that will be implemented.

3- Evaluation of options - at this stage it is necessary to evaluate the potential alternatives to be implemented that represents the best social results and can be based on diagnoses that express the impacts of the actions to be contemplated for implementation.

4- Selection of options - the last stage that precedes the cycle of public policies to be implemented, is the moment in which the adoption of criteria that express the effectiveness of the action provides determining data for the action to be chosen for the valorization of efforts and the social importance to be contemplated.

In Brazil, tourism development remained at the mercy of private actions and the State abstained from conducting policies and structuring plans until the 1990s. However, with the growth of tourism activity in the world, the public authorities, especially at the federal level, began to lead the development of tourism through public policies focused on the urbanization of spaces, considered as potential for tourism development, with the social and economic development of the region as predominant characteristics (Sansolo, 2013).

As a reflection on the subject, Beni (2006) considers that the tourism public policies in Brazil have offered real impacts on the tourism system and on states and municipalities and it is a visible explanation for the constant disconnection between the public spheres, the lack of orientation of the objectives, the goals to be achieved, the priorities to be dealt with, and also the alignment in the methodology of elaboration of programs and projects to be developed, and also the lack of integration with other government public policies.

Inconsistencies of information cannot be a common practice in official agencies while the actions are developed, because, as Beni (2006) points, the public agencies must follow their flow and not to be extinct, recreated or redirected to tourism activities, as a way to fix what was not right.

It is important to consider planning regarding empirical basis when planning public policies through tourism, since, for Farias (2014), there is an urgent need to know the reality of the touristic regions for better sizing and the knowledge of the touristic offers of the place, which enhance its regional development or not. Considering this information, it is possible to achieve a strategic vision of the real needs of the communities and then the State can reach the necessary information to boost local development.

The first public policies developed to guide tourism in the Amazon started in the 1970s, when the Amazon Cooperation Treaty (ACT) was signed, involving Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname and Venezuela, with the joint objective of the countries to promote actions for the harmonious development of the Amazon Basin, which covers a large part of the Brazilian territory. An agreement that, since its signing, has been consistent and prevails until today in the public policy actions directed towards tourism in the Amazon.

In this process of touristification in the Amazon, Sansolo (2013) identifies that there are contradictions between the actions of the public power, in which the actions are led and centralized at the federal level and those that are specific to the community mobilizations and promoters of policy construction start bottom up.

Farias (2014) says that the basic policies for the development of tourism in the Amazon were directly related to the general guidelines of public policies, in order to promote the protection of the natural heritage; the valorization and dissemination of the Amazon cultural diversity, with its traditions and manifestations in events and the entire regional historical-artistic and popular heritage; the promotion and valorization of domestic tourism, not only for economic purposes, but for the social and cultural motivations that it provides; and the stimulation of tourism from abroad to the Amazon region.

Development programs were constituted as forms to promote tourism in the Amazon region, such as the Program of Ecotourism of the Legal Amazon - PROECOTUR - and the Program of Regionalization of Tourism (2007), which correspond to the main actions of the federal public power directed to the development of tourism in the Brazilian Amazon, and here the State of Rondônia is inserted, where it is possible to verify the existence of a coherent flow between the federal and state levels, observable in the

State's multiannual plan, Rondônia Sustainable State Development Plan - SSDP (2015-2030), which will be referred below.

5. Trajectory of tourism public policies in Rondônia

Although in Brazil the national tourism policies, theoretically, are destined to the main actions for the development of tourism activity in all geographical regions of the country, Taveira (2017) noticed that in the official documents the main public investments were concentrated in coastal states and municipalities, which strengthened and consolidated the model of sun and beach tourism. From this perception can be conceived the need to diversify tourism proposals throughout Brazil, since the country holds a vast territory covered with forests, wetlands, rivers, lakes, and waterfalls.

Dos Santos Silva et al. (2013) propose the existence of a contemporary society, in which public policies promote a process of redefinition of the State, which receives the status of articulator of programs and projects that meet the basic needs of a community and also several fields of social life of the population. Tourism, according to Dos Santos Silva et al. (2013), is a phenomenon that has gained much space in the public sphere and is contemplated in many governmental actions, aiming at the social and economic development of the region.

Tourism has been pointed out as an activity capable of contributing to sustainable development in the Amazon region and as a priority activity in development policies, plans and programs from the federal to the regional level in Brazil, observed in the Legal Amazon Ecotourism Program - PROECOTUR (1998), National Tourism Plan - NTP (2007/2010) and Sustainable Amazon Plan - SAP, (2008) (Da Silva Boulhosa, 2019).

Public policies with incentives for tourism arrived in Rondônia in September 2000, when the Minister of the Environment, José Sarney Filho, and the governor of Rondônia, José de Abreu Bianco, signed an agreement to implement the first phase of the Program for the Development of Ecotourism in the Legal Amazon (PROECOTUR/Green Tourism). This was the beginning of many programs that would later be part of this new phase of governmental articulation that the region was inserted.

In 2007, the National Program of Municipalization of Tourism (NPMT), conceived to boost the opportunities for work, employment and income at the municipal level, was the result of this context. Since the conception of the NPMT, the importance of community participation was highlighted and, even more, it was emphasized that tourism would only exist in municipalities where the communities' presented solutions and ways to make it happen (Brasil, 2007).

The National Tourism Policy, established by Law No. 11.771/2008, has the regionalization of tourism among its principles. This works under the perspective that even a municipality that does not have a clear vocation for tourism - that does not receive tourists in its territory - can benefit from it, if this municipality plays the role of provider or supplier of labor or products to meet the tourist. Regionalized work allows gains not only for the municipality that receives the visitor, but for the entire region.

Rondônia has the State Sustainable Development Plan - SSDP as a public management plan for the period 2015 to 2030, under the guidance of the Ministry of National Integration, that deals with tourism in the region with potential for low-impact ecotourism and specific niches in the tourism market, with a large number of Conservation Units: National and State Parks, National and State Forests, Extractive Reserves, and others, which allow touristic visitation. However, it portrays the lack of infrastructure necessary to receive visitors, in the most diverse segments of activities in the state.

As a governmental management way, the Rondônia State Council of Tourism was reactivated through Complementary Law No. 1031, of August 22, 2019, with an advisory and propositional character, being an advisory and integration body linked to SETUR and its objective is to propose actions and offer subsidies for the formulation of the State's tourism development policy. This is one of the effective actions to develop tourism in a systemic and participative way in which public and private entities and representative associations effectively contribute to the consolidation of tourism activity in the state.

In 2019, the Tourism Regionalization Map in Rondônia was instituted by Ordinance No. 57/2019/SETUR-CTUR and it was divided by poles. Within the political concept and the orientation of the Ministry of Tourism, the Instances of Regional Governance - IRG were created in Rondônia, established in the Tour-

ism Regionalization Program, with the participation of representations from public authorities, organized civil society and business entities linked to tourism in a given territory.

Legally supported for the promotion and implementation of tourism in the seven (07) touristic poles of the region, 25 municipalities were included, according to the Regionalization Map instituted by Ordinance No. 57/2019/SETUR-CTUR, and that have peculiar characteristics of the natural environment, as shown in the Figure 2, which demonstrates the location of the poles created and named following the regional characteristic.

Figure 2. Regionalization of the Touristic Poles in Rondônia Map



Source: Governo do Estado de Rondônia (2019)

From the regionalization of tourism in Rondônia, when dividing the state region into touristic poles, it is possible to contemplate the diversity of touristic potentials in the state, with distinct environmental characteristics and their regional specificities.

In August 2021, the State of Rondônia instituted Law No. 5093/2021, which deals with the State Tourism Policy, as provided for in art. 184 of the State Constitution, aiming to implement mechanisms for planning, developing, and fostering the tourism sector, in line with the guidelines set by the Federal Government, referring to tourism in general, as well as the State Constitution of Rondônia, listing the support and encouragement to tourism as an economic activity, recognizing it as a form of promotion and social and cultural development.

In November 2021, the Ministry of Tourism published Ordinance No. 041, which consolidates and updates the rules about the Tourism Regionalization Program, the Categorization of Municipalities of the Brazilian Tourism Map, and the Brazilian Tourism Map. The objective is to promote the convergence and articulation of the actions of the Ministry of Tourism and of the set of sectorial and local public policies, focusing on the management, structuring, and promotion of tourism in Brazil, in a regionalized and decentralized way, aligned to the principles of the National Tourism Policy, established by Law No. 11. 771, published on 09/17/2008.

6. Metodology

The methodology used to achieve the research objective was documentary research. The information was collected from federal and state government websites, including execution projects, management reports and statutes, as well as articles published in electronic magazines focused on tourism in Brazil related to the state of Rondônia.

Based on an exploratory approach and qualitative procedures, the guidelines pointed out by Alves et al. (2021) were used for the analyses, covering the selection and organization of documents, analysis, categorization of relevant contents and systematization of results.

As the first stage of the research, a search was made in the Ministry of Tourism - MT website, in the Rondônia Government website, and in the Rondônia Secretary of Tourism - SETUR website. This research provided theoretical data about the plans and programs developed to promote tourism in the state.

In the second stage, Tourism Plans and Programs were identified, as well as the legal basis for promoting tourism in the North region. As a result of the search, at the federal level, it was identified, within the National Tourism Policy, the National Program of Municipalization of Tourism - NPMT, institutionalized in 1994 and adapted in 2007; in 1998, the constitution of the Ecotourism Program of the Legal Amazon - PROECOTUR; from 2003 to 2007, the National Tourism Plan; in 2004, the Program of Regionalization of Tourism - Brazil Routes was launched at the national level; in 2007/2010, 2013/2016 and 2018/2022, the National Tourism Plan - NTP; in 2008, the Sustainable Amazon Plan - SAP and the promulgation of the National Tourism Policy, through Law No. 11771/2008; and in 2021, the Tourism Regionalization Program and the Categorization of Municipalities of the Brazilian Tourism Map and the Brazilian Tourism Map, published in Ordinance No. 041/2021.

At the regional level, it was possible to verify that in 2000 the Program for the Development of Ecotourism in the Legal Amazon (PROECOTUR/Green Tourism) was implemented.

At the State level, through the research, we identified that for the period 2015 to 2030, the Rondônia State Sustainable Development Plan - SSDP was constituted; in 2019, the Tourism Regionalization Map in Rondônia, instituted by Ordinance No. 57/2019/SETUR-CTUR, and the recreation of the Rondônia State Tourism Council, through Complementary Law No. 1.031/2019; in 2021, the State Tourism Policy was constituted, by Law No. 5093/2021.

In the context of the promotion of Amazonian tourism, the State of Rondônia is inserted in the development dynamics, which is the focus of action in the Rondônia State Sustainable Development Plan - SSDP. Using the Socio-Economic-Ecological Zoning of the State of Rondônia - SEEZ/RO as an instrument for territorial management planning, it was possible to verify that there is an urgent need for articulating institutional arrangements in the three public spheres associated with civil society, in order to compose strategic agendas for sustainable development of the State, considering the peculiar characteristics of each region (SSDP/RO, 2015-2030).

During the third stage of the research, the identified material was read item by item, and then the issues common to all plans and programs were categorized, with the purpose of highlighting the legality of the actions promoted by the plans and programs that provide support to state policies.

In this research, it was possible to identify in the documents analyzed the data that make clear the steps that precede the implementation of the public policies: the definition of the agenda, the identification of alternatives, the evaluation of options and the selection of options, all necessary for the composition of this article.

7. Results and discussion

In this work federal laws were identified, such as Law No. 11.771/2008, which is about Brazilian National Tourism Policy and presents a path, in broad strides, for the implementation of public policies through tourism, motivating the economic development of the region. This law brings in its core principles of regionalization of tourism on a national level, identifying Brazilian points with tourism potential, with the most diverse attractions capable of stimulating national and foreign tourists in the search for these destinations.

The Law No. 11.771/2008 becomes an important milestone for the constitution of plans and programs that institutionalize the promotion of tourism in Brazil, as a public policy action of management. From this law it was possible to categorize the documents analyzed and classify the steps that precede the implementation of the public policies examined here: the definition of the agenda, the identification of alternatives, the evaluation of options and the selection of options, necessary for the composition of this article.

7.1 Agenda setting

In the agenda-setting variable, it was possible to verify that the problem analysis and definition by the government were of great importance in the search for solutions to be adopted as a basis for actions that provide great social importance. The actions published on government websites, of free access, and that express the effectiveness of the steps of public policies that foster tourism in the state were identified, such as, for example, the reactivation of the Tourism Council, which occurred in 2019, and, in the same year, the identification of the touristic poles of the state, making them expressive for their own characteristics.

It was also observed the effective accomplishment of the steps proposed by the State Tourism Law No. 5093 that, in its 9th article, refers to the training as an item of an important track for the fulfillment of the actions of support and promotion of tourism and that needs to be executed. It was found that item II - Training is in progress, with item VIII - Marketing (the promotion) of tourism in Rondônia, as a way of spreading the tourism actions of the proposed public policy, which has been happening informally in the social media, as well as officially, in the governmental websites.

Art. 9 The axes of action that guide the management support, structuring and qualification actions for the development of tourism in the State are

- I - governance;
- II - qualification;
- III - entrepreneurship;
- IV - touristic infrastructure;
- V - creation of touristic flow;
- VI - education;
- VII - events;
- VIII - promotion;
- IX - strengthening of tourism products; and
- X - registration, statistics and monitoring.

Rondônia contemplates diversified perspectives for agenda setting priorities that address the territorial context of the state and that are susceptible to absorption of tourism implementation programs and projects for the promotion of economic and social development in the seven tourism poles that were identified in 2019, through Ordinance No. 57/2019/SETUR-CTUR.

Corroborating with these public policies fostered through tourism in Rondônia, the Rondônia Sustainable State Development Plan - SSDP, from 2015 to 2030, under the guidance of the Ministry of National Integration, treats tourism in the region with potential for ecotourism, since it contemplates in its territory National and State Parks, National and State Forests, Extractive Reserves, and others, which allow touristic visitation, as well as land and water areas, which favor the development of fishing tourism and adventure tourism.

7.2 Identification of alternatives

By identifying and formulating the alternatives for the promotion of tourism as a public policy of the State, it was observed in the various laws and ordinances contained in the database of MT and SETUR that the data identified are limited to the projection of the public action to be implemented. The norms, regulations, normative instructions and minutes that are part of the internal documentation of regulatory procedures of the action were not identified in open sites of public access.

It is clear that it is the role of the State to promote the sustainable, participative and integrated development of tourism by means of instruments of decentralization, regionalization and strengthening of the actions of the Municipalities, according to their own characteristics for the touristic variety to be developed in the region or touristic pole.

The actions implemented in the year 2021 are highlighted by programs to promote regional tourism, such as: 1 – “Viva Rondônia”, which stimulates regional tourism in the State and presents a feature to foster the receptivity of the municipalities to local tourists; 2 - the creation of the “Viaja Mais Servidor” program, with the purpose of fostering post-pandemic tourism, encouraging state public servants to get to know the beauties of the State; and 3 - the creation of FAMTOUR, adapting the project of the Ministry of Tourism (MT) for the region and developing the program composed by a young audience, which influences and boosts the events and places visited through connections in media.

The Ministry of Tourism, through actions of tourism regionalization in Brazil, promoted the creation of Regional Governance Instances - RGIs, with the participation of representations from public authorities, organized civil society and business entities linked to tourism in a given territory. Such action favored the reactivation of the State Tourism Council, by Complementary Law No. 1.031, of August 22, 2019, with objectives of, among other clear functions described in its art. 6, to appreciate and opine on SETUR's plans, programs and projects regarding the discretionary actions and linked to SETUR's object, without entering the organizational sphere; and to opine, when requested, on the execution of the tourism development policy and to contribute to the formation of the Municipal Tourism Councils in the State's municipalities, helping in their formation, guiding and stimulating them and, thus, seeking the municipalization of tourism and the empowerment of local segments. The Municipal Councils, made up of entities that represent the community and the public sector, are responsible for advising on the definition and implementation of municipal tourism policies.

In August 2021, Rondônia legally implemented the State Tourism Policy, through the promulgation of Law No. 5.093/2021, as a way to promote the State's economic development through tourism in the distinct touristic poles. In November 2021, the Ministry of Tourism published an ordinance that consolidates the norms for the promotion, convergence and articulation of actions focused on local public policies.

7.3 Evaluation of options

In the context of the options evaluation, the poles constituted contemplate diversified options for the promotion of tourism in Rondônia, where municipal councils that represent the social interests of the local communities were created and have become co-responsible for promoting guidance and stimulus to the municipalization of tourism, as well as the training of local segments.

This decentralization of responsibilities is legally supported from the creation of Regional Governance Instances - RGIs, composed of people who represent the government, organized civil society and business entities linked to tourism in the region. They are the stakeholders, or strategic public, of the process that make up the systemic diversity in the implementation of tourism in the regional pole.

Farias (2014) proposes the development of a strategic action that can mediate conflicts from various origins, whether social or environmental. Considering the regional specificity, the local community should have priority over the evolution and growth of tourism, and not the opposite, seeking mediating and appropriate solutions for each conflict generated and that guarantee the local population the maintenance of their preserved space and that the benefits generated are balanced between the residents of the region and private companies.

7.4 Selection of options

In the variable selection of options, the councils of the seven poles represent regions that offer distinct environmental aspects that can promote tourism in Rondônia. The poles are composed by beauties and alternatives for internal or external tourism, and become the responsible for the articulation of actions and the survey of local and regional needs, supporting the management, structuring and promotion of tourism in a region, with criteria that express the effectiveness of the chosen action and provide determinant data, composed of valorization of efforts and social importance.

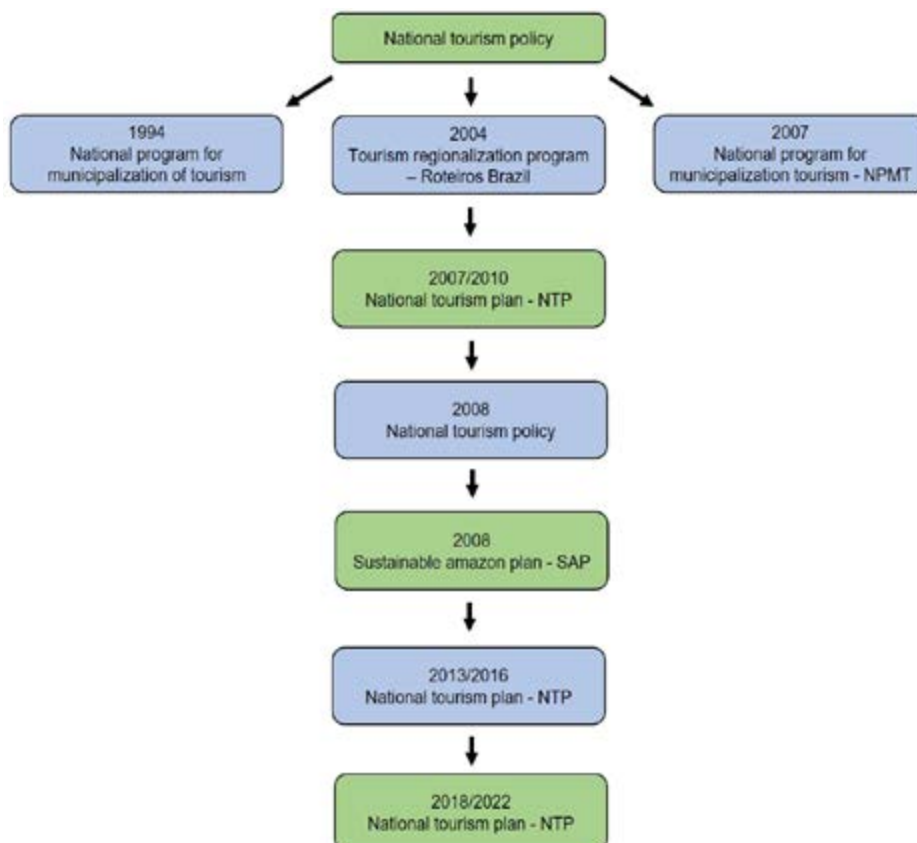
Among the guidelines in which the policies for the promotion of tourism in Brazil are addressed, regionalization was one of the stages of public policies, through which the state governments can propose innovations for the economic development of their states and, by doing so, promote the social, cultural and environmental context of the region.

Within this action of regionalization of tourism, the training is primordial so that the municipal staff also promote adequate training, which contributes positively to the governmental actions to promote tourism, with the help of tourism experts and technicians from the Superintendence. It is worth mentioning that in 2021 there were trainings and capacity building in the regional poles.

Through decentralization and regionalization of tourism in Brazil and, in particular, the identification of touristic poles in Rondônia, it is evident that the strategies to be adopted for the promotion of tourism will be differentiated, considering the peculiarities of the place. The perception of creating or strengthening groups that socially represent the players involved in the process is a way to guarantee that social responsibility and economic development are not exclusive to the State, but also, and mainly, to the participants who constitute the junction of knowledge, wisdom and cultural values of the region that need to be preserved.

The figure 3 shows the chronological sequence of the plans, programs and laws that make up the governmental actions directed towards the promotion of tourism at the federal and regional levels, analyzed for the production of this article.

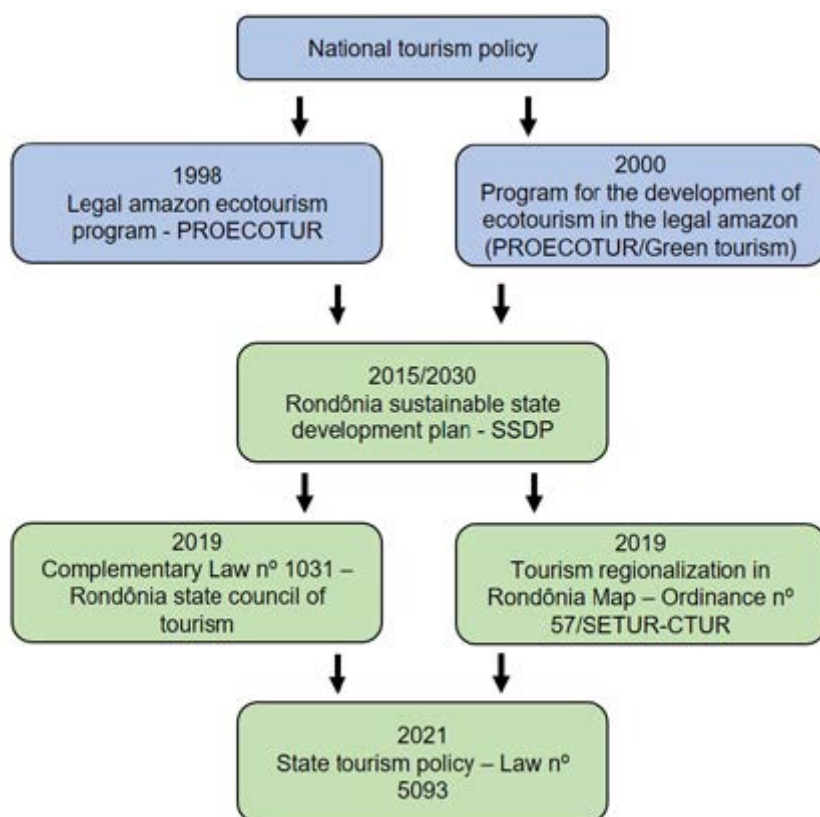
Figure 3. Plans, Programs and Laws that foment tourism in Brazil



Source: Own Elaboration

Figure 4 shows the evolution of the National Tourism Policy that, since 1994, promotes tourism in Brazil in a legal way through the national programs and plans that support regional actions.

Figure 4. Plans, Programs and Laws that foment tourism in Rondônia



Source: Own Elaboration

This chart shows that, based on the legality of the National Tourism Policy (1994), the promotion of tourism in the Amazon occurs since 1998, by regional programs and plans, but that only in 2019 and 2021 were enacted in the State of Rondônia own laws to support local tourism.

8. Conclusion

By analyzing the laws, decrees and programs issued by the Federal and State governments, it is possible to perceive that the main purpose of the public policy is the sustainable development of the region, as a government strategy to reduce the social problems and the need for spatial preservation of the Amazon.

National policies have allocated important actions that favor multivariate tourist activities in all regions of the country, adapting to local characteristics and regional specificities. Thus, tourism can be identified as an activity capable of contributing to sustainable development in the Amazon region.

From the state of the art concerned about tourism in Rondônia, it was possible to conduct more extended research in order to identify previously developed tracks that resulted in the governmental decisions that occurred in 2021, which aimed to value and foster tourism as an effective public policy action of the management.

The proposed actions identified in the research as stages of the agenda of public policies constituted to promote the promotion of tourism, were intensively developed in 2021, with important activities for the promotion and dissemination of regional tourism. The regionalization of the Municipal Tourism Council and the creation of the “Viva Rondônia” and Viaja Mais Servidor” as public programs are clear examples of these public policy actions for the State of Rondônia.

As an effective contribution for future research, other sources of qualitative and quantitative data could be related to the state policy analysis. The limits of access to data are imminent and compromise

the analysis that was carried out on documents published on open access government websites. Thus, it is possible to recognize that important documents could contribute to enhance the research and deepen the documental analysis of the article.

Finally, it is worth noting that the public policies presented from top to bottom have real perspectives of promoting tourism and the integration of government actions that provide this regional development. Legality is established and the spheres have clarity for a joint action that promotes social and sustainable development in the region of Rondônia and its tourist centers. What is taken as a suggestion is that access to regulations that guide the actions be open access, considering the need for future research focused on public policies undertaken to promote regional tourism and which will greatly contribute to the advancement of incentive processes for regional tourism. tourist activities in all their diversity of action.

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ORCID

Marina Castro Passos de Souza Barbosa  <https://orcid.org/0000-0002-1816-2206>

Haroldo de Sá Medeiros  <https://orcid.org/0000-0002-8410-9913>

Gleimiria Batista da Costa  <https://orcid.org/0000-0002-9426-3172>

Notes on contributors

Marina Castro Passos de Souza Barbosa has a Bachelor in Administration from Federal University of Rondônia (1999). M.Sc candidate in Management at Federal University of Rondônia. Researcher at the Center of Interdisciplinary Studies in Sustainable Development of Amazon (CEDSA). Specialist in Public Management from Brazil Open University in partnership with Federal University of Rondônia and Specialization in Communication and Public Speaking from Faculty of UNYLEYA.

Haroldo de Sá Medeiros is a Professor of the Postgraduate Program in Management at the Federal University of Rondônia Foundation. Doctor in Business Administration from the University of Fortaleza. Master in Management from the Federal University of Rondônia. Graduated in Business Management from the Federal University of Rio Grande do Norte. Researcher and deputy leader of the Center of Interdisciplinary Studies in Sustainable Development of Amazon (CEDSA). Scholarship from Fundação Instituto de Administração (FIA) and Cactvs Instituto de Pagamento S.A. through the granting of aid to a research project Bolsa SemeAd PQ Jr (Notice 2021.01).

Gleimiria Batista da Costa Matos has a Bachelor in Accounting from the Federal University of Rondônia, M. Sc. in Regional Development and Environment from the Federal University of Rondônia, Doctor in Regional Development from University of Santa Cruz do Sul (2012). Teaches at the Postgraduate Program in Administration, member of the Center of Interdisciplinary Studies in Sustainable Development of Amazon (CEDSA) and leads GepOrg Research Group. Post-doctoral student in the Management program at the Universidade da Amazônia.