



# Map of Brazilian tourism – Analysis of the criteria to include the municipality of Casserengue-PB

Gutemberg Cardoso da Silva<sup>a</sup>  
Francisco Coelho Mendes<sup>b</sup>

**ABSTRACT:** Tourism in Paraíba represents a potentiality, portrayed in natural attractions, strong cultural identity, relevant material and intangible heritage, as well as a hospitable and supportive people. But this tourism needs to be disseminated and promoted with emphasis on the appreciation and creativity of regional and local tourism. Given this context, it is proposed as a general objective to present a proposal for integrated tourism planning, participatory management and encourage the insertion of the municipality of Casserengue in the Brazilian Tourism Map. Data collection was bibliographic and through field research, from May to November 2020, with updates from January to April 2022. As a result, it was found that the insertion of the municipality in the Brazilian Tourism Map enables integrated planning and participatory management, as well as the development of an action plan for municipal management for the benefit of society. Therefore, the tourism planning proposed for Casserengue suggests a restructuring of infrastructure, public policies, as well as the valorization of local labor to offer quality tourism services or products and provide the economic and social development of the municipality.

**Keywords:** Tourism Planning;  
Tourism Map;  
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<sup>a</sup>Bachelor in Public Relations and Bachelor in Tourism at Universidade Federal da Paraíba - UFPB  
gutorp@outlook.com

<sup>b</sup>PhD in Technology and Innovation at Universidade Federal Rural do Rio de Janeiro - UFRRJ

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## INTRODUCTION

Tourism is an activity that strengthens the movement of foreign exchange of a given locality through the circulation of visitors, being considered an activity with the potential to boost the development of the regions, which allows to transform the natural, cultural and historical regional resources into tourist potentialities, thus adding a greater value to these resources (MTUR, 2007).

Therefore, the Tourism Regionalization Program (PRT) proposes the development of tourism activity in a regionalized way, focusing on coordinated and participatory planning, integrating the different public, private and civil society actors, as provided for in the National Tourism Plan (PNT, 2018-2022), based on the decentralization of decisions and actions at the state, regional and municipal levels. The PNT guides tourism development by contemplating goals, guidelines, lines of action and strategies, which enable new reflections to support decision-making about national policies, boosting the sharing of information that is inherent to regional development and the growth of municipalities (MTUR, 2022).

Tourism in Paraíba represents a potentiality, portrayed in natural attractions, strong cultural identity, relevant material and intangible heritage, as well as a hospitable and supportive people. But this tourism needs to be disseminated and promoted with emphasis on the appreciation and creativity of regional and local tourism. Sometimes, tourism planning and management are developed without the quantitative and qualitative perception of the economic, social and environmental impact of tourism activity in Brazil, and this practice may interfere with the effectiveness of the sustainability of national and international tourism.

Casserengue is located in the state of Paraíba, in the microregion of Curimataú Oriental, 152 km from the capital João Pessoa, belongs to the mesoregion of Agreste Paraibano, has a geographical area of 201.38 Km<sup>2</sup>, and an urban population of 6,762 inhabitants. It is a municipality with tourist potential in cultural, social, environmental and economic aspects (CASSERENGUE, 2022).

“Through the itineraries, one can really think about the promotional aspect of tourism, through the ordering of activities that promote the culture of a place, without influencing it, by imposing only lucrative desires, but, rather, in the discovery of the essence that differentiates the regions, cities and localities, adapting structures and seeking the escape from everyday life; After all, it is the peculiarities that motivate people to visit other places, outside their habitat, looking for something that is different and therefore exerts attraction. (BAHL, 2004, p.75).”

The exuberant nature and cultural richness of each re-

gion are a heritage of inestimable tourist value. It is necessary to show people that preserved heritage can mean more job and business opportunities, therefore more development for the region and more quality of life for the local population. Thus, our goal is to present a proposal for integrated tourism planning, participatory management and encourage the insertion of the municipality of Casserengue in the Map of Paraíba Tourism.

This paper presents a theoretical framework with an approach on governance, Map of Brazilian Tourism, Tourism Regionalization Program (PRT), municipal management with the formation of the Municipal Tourism Council (COMTUR), registration of tourist enterprises in CADASTUR; as well as methodological procedures and a p action plan for the insertion of the municipality of Casserengue-PB in the Paraíba Tourism Map.

### Map of brazilian tourism and municipal management

Collaborative governance, one of the most attractive qualifiers of contemporary public governance, is networked, multi- and multi-institutional governance for the co-production of public policies and services (KOLIBA; MEEK; ZIA; MILLS, 2019).

According to the authors Kalaoum and Trigo (2021), governance, in turn, is seen as a means or process, and not a management model like NPM [there is literature that suggests that this model that axiologically encompasses Governance is post-new public management]. It is even, according to much of the literature, as a process that is born in antagonism to the neoliberal practices of the NPM. Governance deals with the relations that occur in a democratic political arena and involves the participation of different agents of the State, the market and Civil Society.

For Kissler and Heidemann, (2006), the regional governance of tourism has as its primary function to act in favor of its region in a cohesive way, in which its actors cooperate and carry out joint and transparent actions for the improvement and development of their regions. However, the fact that there are the actors' own interests in certain situations requires them to understand that governance seeks to demonstrate that tourism is a collective business, pointing out solutions and information that elucidate for its actors, that the form of joint action can bring significant benefits to their businesses and particular interests.

### Map of Brazilian Tourism

The Map of Brazilian Tourism acts as a means of guidance for the development of sectoral and local public policies of the Ministry of Tourism in the demarcated places, and its focus is on the management, structuring and promotion of tourism, in a regionalized and de-

centralized way.

“The current tourism policy, more specifically, the Tourism Regionalization Program – Itineraries of Brazil aims to integrate different municipalities and constitute itineraries that can economically boost the regions, but there has been no concern with the peculiarities that involves the structuring of an itinerary and much less the concern of the state to assume its role as a regulatory agent necessary for the development of economic activity. The partnership of the state, the community and the market has become a great myth. (RAMOS, 2012, p.8).”

According to MTur (2018), to belong to the tourism map, Ordinance No. 192, MTUR, of December 27, 2018, establishes criteria for updating the map of Brazilian tourism and describes the characteristics necessary to belong to a tourist region of the Map of Brazilian Tourism.

“Art. 2 To integrate a tourist region of the Brazilian tourism map, each municipality must meet the following criteria:

1. - Prove the existence of an organ or entity responsible for the Tourism Folder, through the presentation of legislation regarding the administrative structure of the City Hall;
2. - Prove the existence of budget allocation for tourism, through the presentation of the Annual Budget Law - LOA and the Expenditure Detailing Table - QDD in force;
3. - Prove the existence of an active Municipal Tourism Council, through the presentation of the legislation that institutes it, the minutes of possession of the current board and the minutes of the last two meetings held;
4. - Have provider (s) of tourist services of mandatory activities registered, in the Database of the Registration System of Providers of Tourist Services - CADASTUR, up to 30 (thirty) days before the date of closure of the Information System of the Tourism Regionalization Program - SISPR; and
5. - Present a Term of Commitment signed by the Municipal Mayor and the leader responsible for the tourism portfolio, according to the model provided by the Ministry of Tourism, adhering spontaneously and formally to the Tourism Regionalization Program and the Tourism Region.

Single paragraph. In relation to the provisions of item III, in cases where the Municipal Tourism Council has been established in the last three months before the closure of the Information System of the Tourism Regionalization Program - SISPR, the presentation of the minutes of the last two meetings is allowed (MTUR, 2018, p.s/n.).”

According to MTur (2021), Ordinance No. 41, MTur, of November 24, 2021, which consolidates and updates the rules on the Tourism Regionalization Program, the Categorization of Municipalities of the Brazilian Tourism

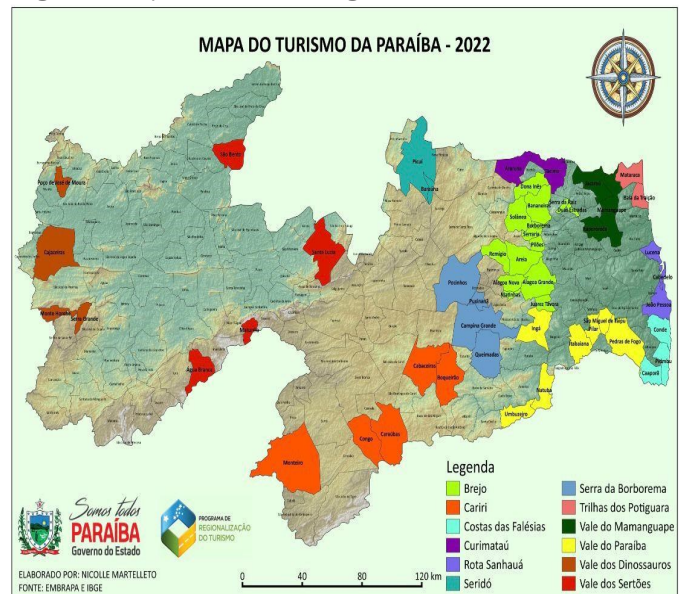
Map, in addition to establishing the criteria, guidelines, commitments, procedures and deadlines for its composition, made an important update, allowing Brazilian municipalities to register and belong to the Brazilian Tourism Map at any time of the year.

“Article 4, After the update of the Brazilian Tourism Map 2019, may be carried out at any time, provided that the criteria, guidelines, commitments and procedures set forth in this ordinance are met:

- I - the inclusion of Brazilian municipalities in a tourist region of the Brazilian Tourism Map;
- II - the creation of a new tourist region; and
- III - the change in the composition of an existing tourist region in the Brazilian Tourism Map (MTUR. 2021, p.s/n.).”

Based on the normative instrument of the Brazilian Tourism Map, we will know the requirements for the insertion of the municipality of Casserengue in the Tourism Map of Paraíba.

Figure 1: Map of the Tourist Regions of Paraíba 2022



Source: Mtur (2022).

According to MTur (2022), Paraíba has 58 municipalities in the Tourism Map 2022, distributed by 12 tourist regions of the State. In all, there are 2,542 cities distributed in 322 tourist regions that were included in the Tourism Map 2022.

Since 2019, the states and municipalities have had new criteria, commitments and recommendations established by the Ministry of Tourism, including the obligation to participate in a governance instance and in the Municipal Tourism Council (COMTUR), as well as their own budget for tourism and having tourism service providers registered in the Register of Tourism Service Providers (CADASTUR). The integration of these places in the Brazilian Tourism Map, through planning, development of programs is fundamental so that the Ministry of Tourism can direct actions that develop the sec-

tor in each region. It is worth mentioning that the Ministry of Tourism is qualifying state tourism interlocutors in order to plan the update of the Brazilian Tourism Map. In this way, Casserengue intends to adapt to the new criteria in order to be inserted in the Tourism Map of Paraíba.

According to MTur (2022), the Tourism Map of Paraíba is composed of 12 tourist regions, defined as: Brejo, Costas das Falésias, Cariri, Rota Sanhauá, Serra da Borborema, Seridó, Curimataú, Trilha dos Potiguaras, Vale do Mamanguape, Vale do Paraíba, Vale dos Dinossauros and Vale dos Sertões.

As for the municipal management, it is presented what are the main attributions for the formation of the Municipal Tourism Council (COMTUR) and the registration of establishments in CADASTUR.

### **Municipal management: Duties of the municipal tourism council**

The actors of a municipality, be they the public power, entrepreneurs, civil society and/or educational institutions, after they go through the process of sensitization in relation to tourism, mobilized and trained, from there they must be organized in an environment of governance instance. The format of this instance is at the discretion of those involved, but these can be a forum, a council, an association, a committee or another type of collegiate.

"The Municipal Council of Tourism, which as a rule, is created by municipal law as a superior body of consultation of the Municipal Administration. It is a local body, of an advisory and/or deliberative nature, for the convergence of efforts between the public power and civil society. It also advises the municipality on issues related to municipal tourism development and participates in the preparation of Sustainable Tourism Development Plans. In this case, it pronounces on issues relevant to the compatibility between tourism, economy and social affairs and proposes guidelines that guarantee the sustainability of the tourist activity. (MTUR, 2007, p.6)."

According to Embratur (1998), the Municipal Tourism Council (COMTUR) is defined as follows:

"It is the local instance, of an advisory and deliberative nature, for the combination of efforts between the Public Power and the Civil Society, for the advice of the municipality on issues related to the municipal tourism development, participating in the elaboration of the Sustainable Development Plan of Tourism, pronouncing on relevant, complex and social implications, proposing guidelines that guarantee the sustainability of the tourist activity. (EMBRATUR, 1998, p.s/n.)."

Tourism councils are always defined as non-profit organizations and in relation to tourism, they function as a way of decentralizing tourism, taking as a reference

the National Tourism Municipalization Program, in which its implementation was carried out in successive stages, among which are the creation of a municipal tourism council, after identifying priority municipalities for tourism, namely:

1. creation of the Municipal Tourism Council: an advisory and deliberative body of the Municipal Administration that combines efforts between the public power and civil society to advise the municipality on issues related to the development of tourism. It is through the Municipal Tourism Council that the community, represented by its various segments, participates in the elaboration of the Sustainable Tourism Development Plan. (MTUR, 2007, p.19).

2. institution of the Municipal Tourism Fund – FUMTUR: created by municipal law to subsidize the actions of the Council, with the objective of concentrating resources of various origins, with a view to promoting the consolidation of the tourist activity of the municipality. (MTUR, 2007, p.19).

3. elaboration of the Municipal Plan for the Sustainable Development of Tourism: document that brings together the guidelines, strategies and actions for the municipality to develop tourism in an organized and planned way. (MTUR, 2007, p.19).

It is noteworthy that, in the process of implementing the Program, the population of the various municipalities found that tourism activities could produce a multiplier effect on the local economy, in order to involve several other sectors. There was also the understanding that the "size of the benefits depended on the degree of involvement and complicity of the community in the development of municipal tourism." (MTUR, 2007, p.19).

A Council has in its composition representation of various organized segments of society, being them the associations, cooperatives and unions, among others, which largely has a direct or indirect link with the sector. These meetings of the segments take place for the common development and the achievement of the objectives, through the power and the functions and areas of each of the participants.

The desire to create a council arises from a body that already exists, it can be at the request of the Secretary of Tourism or some commission. The same is created and governed by law, and along with it is born the Municipal Tourism Fund (FMT), because there is interdependence between both. The creation project is sent to the executive branch and the Legislative branch, which after discussion and then go through a vote and approval in the City Council after that follows for sanction of the mayor.

An important element for the functioning of the Council is the availability of financial resources. Therefore, it is necessary to create a Municipal Tourism Fund. The fund acts as a way to raise funds for its actions and projects, allowing it political and financial autonomy.

The composition of the same is different from the CMT, usually who manages the fund are employees responsible for financial procedures and accountability to the City Hall, a more technical team and still release resources and account for the transfers of the fund to the board.

In Casserengue, in the year 2021 happened the sanction of Law No. 382/2021 that provides for the creation of the Municipal Tourism Council (COMTUR) and the Municipal Tourism Fund (FUMTUR), and gives other measures. But, to date, there is no formation of the Council nor its role in the development of governance and collaborative activities (CASSERENGUE, 2021).

The following are the procedures for the registration of tourist enterprises in CADASTUR aiming at the formalization and legalization of the same with the Ministry of Tourism.

### Registration not CADASTUR

According to MTur (2020), Cadastur is a registration system for individuals and legal entities that operate in the tourism sector and aims to promote the ordering, formalization and legalization of tourism service providers in Brazil, through the registration of companies and professionals in the sector. In addition to that the registration guarantees several advantages and opportunities to its registered and is also an important source of consultation for the tourist.

According to MTur (2020), Article 2 of Ordinance No. 130/2011, MTur, establishes that CADASTUR provides:

"Article 2, CADASTUR will cover business societies of any nature, simple societies, individual entrepreneurs, autonomous professionals, autonomous social services, as well as each of its projections in any part of the country, and will be: I – mandatory for: a) tourism agencies; b) lodging facilities; (c) tourist carriers; d) event organizers; e) theme parks; f) tourist camps; g) tour guides.

II – optional for: a) restaurants, cafeterias, bars and the like; (b) centres or venues for conventions, fairs, exhibitions and the like; c) water theme parks; d) enterprises of entertainment and leisure equipment; e) marinas and enterprises to support nautical tourism; f) enterprises to support sport fishing; g) concert halls, concerts and tourist entertainment equipment; h) event support infrastructure service providers; i) car rental companies for tourists; j) providers specialized in tourism segments. (MTUR, 20 11, p.s/n.)."

In the municipality of Casserengue there is: 1 means of lodging, 1 event organizer, 2 clubs for events registered in CADASTUR, but when compared with the number of establishments in the municipality, one misses the various segments, some of which are even mandatory to register.

The registration, in addition to being free and allowing

the registered to participate in the programs and projects of the federal government, qualification programs, financing with public banks and give you visibility in events, fairs and exhibitions, there are still many people who are unaware of the same, thus needing a disclosure action.

Through the theoretical approach on governance, map of Brazilian tourism, Tourism Regionalization Program (PRT), formation of the Municipal Tourism Council (COMTUR), registration of tourist enterprises in CADASTUR, the methodology adopted for the insertion of the municipality of Casserengue-PB in the Map of Tourism Paraiba is presented.

## METHODOLOGY

For the elaboration of the present work was carried out bibliographical and documentary research, aiming to seek the arguments of several authors on the evolution of tourist destinations, Map of Brazilian Tourism. Field research was carried out through technical visits and direct observation, through the survey of the potential and tourist attractions of the municipality of Casserengue.

According to Gil (2008), research is a formal and systematic process of development of the scientific method. These research methods are used to obtain knowledge about a certain reality or phenomenon, and which aims to answer the problems through the use of scientific processes, for the promotion of certain knowledge.

The nature of the research is qualitative, because it demonstrates the meaning of a certain social phenomenon and cannot be translated into numbers. (FARIAS FILHO; ARRUDA FILHO, 2013).

The research was of the qualitative, exploratory and descriptive type, aiming to provide the experience of data collection, map and identify the object of study, and describe the results for a more accurate analysis of the data. For Gil (2008, p.28), "descriptive research focuses on presenting characteristics about a specific population or phenomenon or relationships established between variables".

Data collection was bibliographic and through field research, from May to November 2020, with updates from March to June 2022. The primary data collection took place through documentary consultation and technical visit to the tourist attractions of the municipality of Casserengue.

In the data analysis, qualitative analysis was considered, with the purpose of identifying the main criteria, mediations, understanding the communication process between the entities involved, the values and the treatment given to information, knowledge about the Tourism Regionalization Program, the Brazilian Tourism Map and legislation regarding tourism in the municipi-

pality of Casserengue. It also considered the proposal to develop an action plan aimed at inserting the municipality in the Tourism Map of Paraíba in a collaborative and participatory way, encouraging the engagement of the actors of the tourism sector.

The results of the fieldwork carried out on a proposed action plan for the municipality of Casserengue-PB are presented below, aiming at its insertion in the Paraíba Tourism Map.

## RESULTS AND DISCUSSION

### Proposed Action Plan for the Municipality of Casserengue-PB

The Action Plan of the municipality of Casserengue was developed from the analysis of the environment, where it was possible to identify some minimum needs for the development of local tourism and for inclusion of the municipality in the Tourism Map of Paraíba.

For the elaboration of the action plan, some actions were planned with the objective of better defining the dimensions and structuring the local tourism unit, considering the dimensions: infrastructure and services, public policies, tourist attractions, marketing and promotion of the destination, regional cooperation, social and cultural aspects. The action plan provides for more breadth and integration between the different audiences.

The dimensions presented in the action plan (infrastructure and services, road access, public policies, tourist attractions, marketing and promotion of the destination, regional cooperation, social aspects and cultural aspects), are of great importance for municipal management. Although it is small, it has enough attractions, but it lacks a minimum infrastructure of operation of the tourist trade.

As an example of the relevance of the actions we have the road access of PB-107 that was built in 2012, taking the city out of isolation, now it is necessary to seek the connection with the BR-104, transforming Casserengue into a city of passage. The real need to disclose the attractions is precarious. The existence of large cultural entities and events consolidated nearby facilitates cooperation between cities. The need to structure the official tourism agency and to involve the population in these actions, which will guide the others and will be the basis of the results of the action plan.

After updating the information regarding the action plan finalized in 2020, in 2022, in loco, there was a verification if any of the actions were implemented, and it was found that the Municipal Tourism Council (COMTUR) and Municipal Tourism Fund (FUMTUR) were created, but it has not been implemented since its sanction. The agreements that were in progress with the Ministry of Tourism, were terminated. But, the plan

remains current, with actions that can and should be implemented at any time by management, through the public interest in development.

Tabale 1: Plan de Action for the Municipality of Casserengue

<b>DIMENSION: INFRASTRUCTURE AND SERVICES</b>			
<b>WHAT TO DO</b>	<b>HOW TO DO IT</b>	<b>WHO DOES</b>	<b>WHEN TO DO</b>
<b>Qualify the urban structure in tourist areas</b>	Articulate to apply municipal legislation to public tours	Secretariat of Infraestructure	2021
	Articulate the installation and standardization of bus stops	Secretariat of Infraestructure	2021
<b>DIMENSION: INFRASTRUCTURE AND SERVICES</b>			
<b>WHAT TO DO</b>	<b>HOW TO DO IT</b>	<b>WHO DOES</b>	<b>WHEN TO DO</b>
<b>Improve tourist signage</b>	Analyze the feasibility with partners for specific signage for cycling tourism	Secretariat of Infraestructure	2021
	Articulate the implementation of outdoor signage disclosing tourist attractions in the accesses of the highways	Secretary of Administration	2021
<b>Improve the training of managers and employees of tourism-related enterprises</b>	Develop and implement training program with the trade, especially restaurants, lodging facilities, agencies and taxi drivers with the support of entities that work with these establishments	Tourism Coordination	Continuous action
<b>Qualify the gastronomic offer</b>	Stimulate the improvement of service in restaurants	Tourism Coordination	Continuous action
	Sensitize the restaurants to work in line with the tourist program of the municipality and calendar of events	Tourism Coordination	Continuous action
<b>DIMENSION: PUBLIC POLICIES</b>			
<b>WHAT TO DO</b>	<b>HOW TO DO IT</b>	<b>WHO DOES</b>	<b>WHEN TO DO</b>
<b>Improve the municipal structure to support tourism</b>	Create the Municipal Tourism Council	city council	2021
	Create the Municipal Tourism Fund	city council	2021
	Create legal framework of the source of funds for tourism	Office of the Mayor / Secretary of Finance	2021
	Create the Municipal Tourism Plan	city council	2021
	Hiring of professionals in the area for the Official Tourism Body	Mayor's Office	2021
<b>Strengthen cooperation with the State Government</b>	Expand the raising of existing funds at the state level through agreements	Secretariat of Administration / Coordination of Tourism	Continuous action

DIMENSION: TOURIST ATTRACTIONS			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
<b>Improve the efficient use of natural attractions</b>	Articulate the creation of the Serra da Caxexa Conservation Unit	Tourism Coordination / SUDEMA	2021
	Articulate the creation of the Conservation Unit Tanques do Valério	Tourism Coordination / SUDEMA	2021
	Promoting Ecotourism in Serra da Caxexa	Tourism Coordination	2021
	Prepare a load capacity study for the Valério Tanks to minimize the impact of tourism on natural resources	Tourism Coordination	2021
	Prepare a load capacity study for the Serra da Caxexa to minimize the impact of tourism on natural resources	Tourism Coordination	2021
<b>Expand the offer of qualified cultural attractions</b>	Restore the Cultural Week within the Patroness Festival as an event with workshops, dances, theater, cooking and crafts	Department of Education and Culture	2021
	Improve and innovate existing products and tourist itineraries	Tourism Coordination	2022
	Create tourist itineraries from segmentation – assemble the itineraries according to the public	Tourism Coordination	2022
<b>Improve and expand the offer of scheduled events</b>	Prepare the annual calendar of events of the municipality	Tourism Coordination / City Hall	2021
	Suggest the creation of a specific group in the tourism council that deals with tourism activity in rural areas	Tourism Coordination / COMTUR	2021
DIMENSION: MARKETING AND PROMOTION OF THE DESTINATION			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
<b>Intensify the marketing and marketing strategies of tourism in the municipality</b>	Carry out an endomarketing campaign – strengthen the image of tourism for the local community	Communication Sector	2021
	Support the marketing of tourism services and products with collective shopping sites ( <i>booking, decolar.com, TripAdvisor</i> )	Communication Sector / Tourism Coordination	2022
	Use the brand on local team uniforms	Communication Sector / Sports Department	2021
	Expand the actions of promotions and dissemination in mass and specialized media (TV, Radio and internet)	Mayor's Office / Communication Sector	2022
	Suggest the construction of a portal at the entrance of the city	Mayor's Office	2021



DIMENSION: MARKETING AND PROMOTION OF THE DESTINATION			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
<b>Intensify the marketing and marketing strategies of tourism in the municipality</b>	Conduct study to expand social media presence	Communication Sector	2021
	Disclose in the Tribune of the City Hall the activities developed by the Coordination of Tourism and the results achieved every six months	Tourism Coordination	Continuous action
<b>Create and implement a tourist information system</b>	Include on the municipality's website a window with data from the surveys already carried out. First get authorization for use and disclosure	Communication Sector	2021
<b>Strengthen cooperation with the Federal Government</b>	Expand the raising of existing funds at the Federal level through agreements	Secretariat of Administration / Coordination of Tourism	Continuous action
	Capture the realization of qualification courses through the Pronatec project	Secretariat of Administration / Coordination of Tourism	Continuous action
	Unlock stalled agreements with the federal government	Secretariat of Administration / Coordination of Tourism	2021
DIMENSION: REGIONAL COOPERATION			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
Increase the participation of the municipality in regional events	Articulate the participation of the municipality of Casserengue in the Intermunicipal Forum of Culture of Brejo	Office of the Mayor / Coordination of Tourism	2021
	Articulate the participation of the municipality of Casserengue in the Junino do Brejo Circuit	Office of the Mayor / Coordination of Tourism	2021
	Know and articulate the requirements for participation in existing regional events such as Caminhos do Frio and Rota Jackson do Pandeiro	Office of the Mayor / Coordination of Tourism	2021
Elaborate regional tourism planning	Prepare regional events calendar (Integrated and annual)	Office of the Mayor / Coordination of Tourism	2021

DIMENSION: SOCIAL ASPECTS			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
<b>Promote the use of attractants and equipment turísticos pela população local</b>	Encourage entrepreneurs to invest in their own programs aimed at integration with the community, such as Empreender-PB;	Office of the Mayor/ Coordination of Tourism	Continuous action
	Sensitize the community to the appreciation of the material and intangible heritage of the place	Tourism Coordination	Continuous action
	Hold event for the integration of trade and local community (You can integrate to some existing local event). Exhibitions, free tours and lectures	Office of the Mayor/ Coordination of events / Coordination of Tourism	2021
<b>Promote citizenship, awareness and participation in tourism activity</b>	Seek partnerships with Secretariats and entities for the inclusion of families in the Paraíba Handicraft Program	Tourism Coordination / Handicraft Program of Paraíba	2021
	Include in the school calendar lectures on tourism and visits to the main tourist attractions	Department of Education and Culture	Continuous action
	Encourage local traders involved with the tourist activity to register in CADASTUR, explaining benefits.	Tourism Coordination	2021
DIMENSION: CULTURAL ASPECTS			
WHAT TO DO	HOW TO DO IT	WHO DOES	WHEN TO DO
<b>Preserve and promote local culture</b>	Improve and encourage the marketing of handicrafts and agro-industries in local establishments	Tourism Coordination	Continuous action
	Create new local cultural events	Events Coordinator	2021
	Carry out actions that preserve culture in the various regions of the municipality in partnerships with community associations	Tourism Coordination / Community Associations	Continuous action
	Rescue the intangible religious heritage of the municipality	Tourism Coordination / Catholic Church	2021
	Realization of tourist inventory	Tourism Coordination	2021
	Articulate the listing of the oldest and most important buildings for the municipality	Tourism Coordination / City Hall	2021
	Organize and standardize handicrafts and artisan groups	Tourism Coordination	2021

Source: Research authorship, 2020.

## FINAL CONSIDERATION

Considering the process of inclusion of the municipality of Casserengue in the map of Paraíba tourism, through the valorization of local tourist attractions, we worked on the issue of the dissemination of leisure, the elaboration of tourist itineraries and the actions of the public power integrated with private companies and organized civil society, through the creation of infrastructure and leisure spaces for the population.

Casserengue had developed some agreements in partnership with the Ministry of Tourism, but its inclusion in the tourism map may benefit it with more programs and projects that contemplate regional development. For, the budget of the Ministry of Tourism is destined, in its majority, to the municipalities that belong to the map of tourism.

It was found that the insertion of the municipality in the Brazilian Tourism Map enables integrated planning and participatory management, as well as the development of an action plan for municipal management for the benefit of society. Because the tourism planning proposed for Casserengue suggests a restructuring of infrastructure, public policies, as well as the valorization of local labor to offer quality tourism services or products and provide the economic and social development of the municipality.

It is understood that the municipality of Casserengue has knowledge, culture and professionals capable of contributing to local development, through standardization, engagement of the tourism trade, improvement of tourism infrastructure and quality of life of the population, contemplating the implementation of the action plan that prioritizes the integration of the transforming actors of theoretical knowledge in practical actions.

Although it was found that Casserengue has all the requirements for inclusion in the Map of Brazilian Tourism, until the time of the research there was no formation of the Municipal Council of Tourism (COMTUR) nor people appointed as responsible for the turismo in the municipal management, hindering its inclusion and implementation of public tourism policies.

This work paves the way for several themes and future research, with the application of questionnaires with civil society and interviews with representatives of the public power. If there is interest on the part of the municipality and the entities involved in the implementation of the action plan, partnerships should be sought with municipalities that are already on the map of Paraíba tourism. And due to its location, Casserengue has the potential to be inserted in the Tourist Region of Brejo Paraibano.

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