



## Planejamento Turístico (Portuguese Edition)

Doris Ruschmann, Karina Toledo (orgs.) Solha

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Nos últimos anos, o planejamento do turismo passou a abordar outras questões que vão além da simples necessidade de planejar, incluindo uma série de elementos indispensáveis para o seu sucesso: definição de políticas de turismo, aspectos ambientais, mudanças nos valores da sociedade, importância da participação da comunidade, entre outros. Apresentando experiências e técnicas que subsidiam o desenvolvimento de áreas, localidades e regiões turísticas, esta obra foi idealizada para este novo contexto, propondo reflexões por meio dos trabalhos desenvolvidos por pesquisadores e profissionais de diferentes áreas.

Tendo como foco principal a necessidade da implantação de um planejamento eficaz, os autores discutem temas relevantes, como responsabilidade social, prática pedagógica, políticas de turismo, modelos multiorganizacionais, sustentabilidade turística, elaboração de roteiros, etc.

O livro traz, ainda, experiências realizadas em diferentes regiões do Brasil e é essencial para estudantes, professores, pesquisadores e profissionais do turismo.



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