

# Sustainability of the Tourism National Plans from 2003 to 2016 in Brazil

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## Abstract

This study investigates the issue of sustainability in the tourism sector, defining both as the Tourism National Plans studied from 2003 to 2016. Thus it was first used for exploratory research by proposing to observe books, articles and relevant materials addressing issues related to sustainability and jointly tourism, sometimes arranged by organizations such as the World Health Organization-WHO, United Environment Programme-UNEP and WWF Mediterranean. In the sequence, it was held a documentary research to individually analyze the perspective of sustainability in the Tourism National Plan of 2003-2007, 2007-2010 and 2013-2016. On the other hand, the results show that even before the development of these policies, it is observed the absence of the consolidation of these proposed actions in the national tourism sector in this way it is understood that these proposals serve to supply political desires and supporters. From the perspective of sustainability by these public policies, the elaborate planning verified did not represent Brazil's actions of environmental preservation and improvement of social indicators that are directly related to tourism.

**Keywords:** sustainable cities, tourism national plans, public policy, sustainability, tourism

## 1. Introduction

### 1.1 Introduce the Problem

This research conducts considerations regarding aspects of sustainability in social and environmental perspective the Tourism National Plans in Brazil. This public policy is presented as the link among the government, non-governmental organizations, business sector and Brazilian society (PNT 2003/2007, 2016). This study will illustrate how the issue of sustainability is presented in the tourist sector through its public policies, as a need to gain strength due to pressure from consumers or through the establishment of laws, normative acts and state standards.

Because of this the relation in the context of environmental sustainability generates direct contributions to maintain conservation areas contributions, increases taxes for the government, improvements in environmental management planning process, environmental awareness, improving the medium protection practices environment, job creation, improvements in environmental education process of tourist and finally, development of normative acts related environmental practices (UNEP, 2016). Therefore, through the development of specific public policies the federal government of Brazil hopes to enhance the sustainable use of natural resources (PNT 2003/2007, 2016).

### 1.2 Explore Importance of the Problem

So this research seeks to analyze the treatment granted by the federal government of Brazil in their distinct spheres to aspects of sustainability presented in this government standard. Therefore, the problem of this research is to evaluate what is the sustainability aspects inserted in the National Tourism Plan from 2003 to the present day?

Through the problem of the study it is highlighted the relevance to evaluate more detailed the perspective of sustainability of the Tourism National Plans and the way the federal government of Brazil has to address this issue. It is also understood that companies need to understand the importance of the development of means to preserve natural resources, to adopt them in their daily activities in this context is also entered the tourism sector.

### *1.3 Describe Relevant Scholarship*

The System of Tourism—SISTUR includes a set of environmental, operational and structural, and therefore tends to relate different perspectives (BENI, 2002), this model is worthy of further research, especially for this phenomenon cover an entire system (CORDEIRO, 2008).

### *1.4 State Hypotheses and Their Correspondence to Research Design*

The hypotheses that tend to conduct the study are the Tourism National Plan since 2003, aspects of sustainability because the federal government has found the gap in the national tourism industry and sustainability aspects included in the Tourism National Plans are in tune with reality experienced by companies and other organizations in the tourism sector in Brazil.

Considering the aspects of tourism and sustainability the main objective of the study is to evaluate aspects of sustainability entered the 2003 Tourism National Plan until the year 2016. In this perspective, it was developed the specific objectives below:

- 1) Seek to identify aspects of sustainability in the Tourism National Plan 2003 to the year 2016 in Brazil;
- 2) Evaluate if the existing Tourism National Plans from 2003 to 2016 points in the areas of sustainability guidelines that are according to the reality of the tourism sector in Brazil;
- 3) Verify from the year 2003 to 2016 if the federal government has evolved in the treatment of aspects of sustainability included in the Tourism National Plans;

Among the objectives of this study it is expected to contribute to the improvement of aspects of sustainability applied in the national tourism sector. But it reveals the complexity of this research, as sustainability tends to be deployed in different sectors, so this is a broad academic field that fits the characteristics of each site and developed activity. On the other hand, tourism tends to unfold in the most different facets of the human imagination, sometimes arranged in the form of its segments, landscapes, of the activities or the numerous existing motivations in the consumer's mind.

## **2. Method**

On the methodological procedures of the research, makes it clear that the purpose of this investigation is to evaluate the sustainability aspects included in the Tourism National Plans from 2003 to the present day in order to review various initiatives in the context of sustainability, so this study also will conduct documentary research, as will analyze the Tourism National Plan 2003-2007, 2007-2010, and 2013-2016.

### *2.1 Identify Subsections*

In the national and international scene it appears the increase in willing publications with the theme tourism and sustainability, so, to achieve the objectives of this study, developed in the first part of this study research literature in articles, dissertations and materials from organizations such as the World Health Organization (WHO), United Nations Environment Programme (UNEP) and World Wide Fund for Nature (WWF) working on issues related to sustainability, tourism, National Tourism plans, public policies and sustainable cities. In the second section of the survey was conducted documentary research to investigate the Tourism National Plan 2003-2007, 2007-2010, and 2013 to 2016. Finally, the final considerations of the research are presented to demonstrate the positive, developing the criticism and possible opportunities for action by intertwining the sectors of tourism and sustainability in public policy.

### *2.2 Participant (Subject) Characteristics*

The participants are government organizations which work directly with the regulation of tourism activity, such as the Ministry of Tourism of Brazil, the research proposes to analyze the Tourism National Plan 2003-2007, 2007-2010, and from 2013 to 2016. But also entities such as the World Health Organization (WHO), United Nations Environment Programme (UNEP) and World Wide Fund for Nature (WWF) are present, seeking to develop their activities interweave the tourist areas and sustainability.

## **3. Results**

### *3.1 Interweaving Sustainability and Tourism*

Sustainability and tourism are undeniably relevant fields of activity, so these areas when intertwined are essential for the social, environmental and cultural development (Azevedo et al., 2005), tourist destinations and so it tends to generate new opportunities, as these aspects when associated contemplate lasting tourism development parameters with social inclusion factors, respect for the environment and preservation of cultural traits.

This reality can also be applied to the daily lives of companies and organizations active in this sector, after the tourism research demonstrates its relevance to expose and open the debate about the sustainability aspects in the activity (Cordeiro, 2009). But unfortunately this reality is not observed in cases of less-favored regions economically and socially. Therefore, it is observed on the beaches of the Mediterranean Sea mass tourism negatively impacted the natural environment by causing soil erosion, decrease in natural habitat, waste rise in the sea, greater vulnerability to forest fires and increased pressure of endangered species (WWF Mediterranean, 2016).

In the Caribbean, the large-scale command is observed organizations that have their origin in economically developed nations also considered former colonial powers, this freedom in tourism management that these companies have is due to the neoliberal model, which gains strength with the development of globalization, and so this activity is to deepen social differences and cause other negative impacts (Vivas, 2012).

This is best evidenced in developing countries, demonstrating their dependence on foreign capital, which observed in tourism an excellent opportunity to attract foreign exchange and balance their external accounts. In this context, it becomes apparent lack of initiative of local managers to create mechanisms so that multiple members of the tourist destination can develop.

The reality facing exclusion to this situation becomes very intense when local managers of these destinations often lack the necessary knowledge to develop criteria to control this activity and inclusion of local people in tourism productive scale. So Vivas (2012, p. 83) reflects on this case in tourist destinations located in the Caribbean,

“While in the activity causes the investment in infrastructure and therefore provides considerable improvement to quality of life, expansion in employment levels of supply and increase income, other harmful effects are observed, such as the increasing social disparity, gender inequalities, social tensions caused by the feeling of this subordination in the relationship between black Caribbean and white tourists and industry domain that is managed mostly by foreign groups, which have the largest slice of the profits, together with the accomplice regional governance” (Vivas, 2012, p. 83).

Through this case, it appears that most of the businesses in the tourism sector in the Caribbean territory run by foreign groups, which turn out to be the result of social tensions and conflicts of interest. Added to this scenario visualizes the cultural perspective that is defined by reporting issues to external values (Vivas, 2012).

In this case, it appears that this situation could be remedied if since the deployment of equipment for receipt of persons means were created for the resident population involved in this activity. Thus, it is suggested the development of means for the community to participate actively in the productive chain of tourism, as this could be friendlier for those interested.

It is highlighted the issue of sustainability in environmental perspective in the development of this system because of the comprehension of those involved that the natural resources are finite, and sometimes in the context of tourism these constitute the attractive or complementary supply main. For this, we need to reconcile the interests of man with the environment (Moya & Dias, 2008).

The environment has to be understood as the interaction of components in artificial context, natural, cultural and work in this context is considered the communion of these interfaces (Almeida, 2009). Environmental preservation can be achieved through laws and regulations, for example on Galapagos Island, it seeks to reduce the impacts to animals and the natural environment by limiting the number of vessels passing through the archipelago (Unep, 2016).

Thus, natural resources are essential for the survival of man and a tourist destination. For example, the quality of water is essential for human life (OMS, 2016), so it would be difficult for a tour operator offering travel packages to a location to produce water rationing or to meet with polluted air beyond acceptable levels the World Health Organization.

Upon this background it appears that the current tourism sector becomes imperative to create conditions for tourist destinations receive people, provide them well-being and the same perspective satisfies the expectations. Sometimes, this activity is not easy, but it is something rewarding when successful.

For the Caribbean, the benefits attributed to expansion of tourist activity are observed by Vivas (2012, p. 5), in which it highlights the improvement in quality of life of local people affected by “job creation, revenue tax and foreign exchange, improved hygiene and nutritional standards for the locations”. Thus it appears that the introduction of appropriate elements at a certain point in the Caribbean area comes to interfere with social juncture, environmental and cultural population.

When this activity is well articulated, studied, analyzed and reanalyzed the space to be developed tends to trigger benefits in various perspectives, among them the economic context. This is seen, for example, in the study by Eugenio-Martin et al. (2004) in 21 countries in Latin America that this area presents major role in the economy of a region (Cordeiro, 2008).

Amid this scenario, tourism has been associated with economic issue of tourist destinations. This way it is observed that tourism nowadays is global and that the advances made in technology in this case are relevant to the consolidation of the business and the exchange of information in this system. Among which is considered essential progress area of transport and communication, in order to make this organized activity.

Under these considerations it has the aim to highlight below the importance of tourism to different regions of the planet and the data presented by other researchers of this sector:

- 1) Each year the tourism sector generates around 280 million jobs on the planet and about \$ 4 trillion (Mendes, 2005; Dias, 2008);
- 2) In Portugal in 2005 it is recorded that there was from tourism revenues of US \$ 6,376 million, representing an increase of 5.6% compared to 1995 (Cordeiro, 2008).

Given these data linking the tourist phenomenon to financial development, justifications are encouraged by the federal government to encourage investment in the sector. Among them, there is the initiative of the Ministry of Tourism to understand that this activity, besides creating jobs, tends to contribute significantly in income distribution (PNT 2003-2007).

Therefore, Vivas (2012) reveals that the development and management of tourism activity, it is essential to create and develop ways for multiple members of communities or tourist destinations can be heard and thus demonstrate its position on the issues that are part of the local everyday life.

In this process among the topics to be discussed is the decision whether the development of tourism in destination and guidelines for this to happen. After each direct participant member or indirectly have a function. Since the activity associated with the receipt of people in tourist destinations will be developed, this will have to be made in order to respect the locals, and also in order to not to degrade through existing natural and cultural environment.

Therefore, when designing a policy in the tourism and hospitality industry, such as a National Plan Tourism responsible organizations need to consider values associated with the right to citizenship, respect for the environment, the reduction of social inequalities, reducing violence and reducing exclusion (Dencker, 2007; Moya & Dias, 2008, p. 12). In this context, in an attempt ameliorate the problems between tourists and local communities, it is proposed the use of activities that have in itself the appreciation of local culture, respect for the natural and cultural environment, and that among these fits ecotourism (Vivas, 2012), or the inclusion of sustainability standards in tourism.

So we tried to make considerations between the intertwining of the fields of sustainability and tourism, among other ways sought to expose these activities among its possibilities having the ability to work together. However it is the duty of local managers to articulate means for this to occur synergistically and all members of the local tourism system can be processed and included with their earnings.

#### **4. Discussion**

##### *4.1 Analysis of National Plans for 2003 Tourism to the Present Day*

Since the purpose of the article is to analyze the aspects of sustainability in 2003 Tourism National Plan to the present day, and therefore see how the federal government through its public policy is to address this issue. It is intended to expose these aspects, however it is noted that every public policy has to meet the claims of the parties in the period are in the exercise of his political activities and therefore members of the legend have political positions that sometimes it is up to assigning delegate roles.

However, it is observed that public policies in these attributes have the assumption improve the use of resources, improve the quality and supply of Brazilian products within and outside the country (PNT 2003/2007), to bring trends for the tourism sector installed in Brazil, to modernize the equipment already installed or expand the sector and qualifying activity.

Public policies that involve tourism sometimes come to be articulated wrongly, and consequently tend to neglect the resident population in tourist destinations and to privilege small interest groups who have the power in the region. Through this scenario, we sought to develop it from an individual analysis in order to better diagnose what are the real objectives for the sector. So it will be seen separately from the Tourism National Plan

2003-2007, 2007-2010, and 2013-2016, in this perspective the authors always show the perspective of sustainability.

#### *4.2 The Tourism National Plan from 2003 to 2007*

The year 2003 becomes the year of the creation of the Ministry of Tourism in Brazil, the same year through the PNT 2003/2007 was spread that the government would be in order to solve the tourism sector's problems, and would be providing primary attention to this activity. So it was spread the idea of the National Tourism Plan, with the release of PNT 2003/2007, a pioneer in Brazil, and this defined that among those granted powers found the need to present the company thought the government and the productive chain for the purpose of guiding the necessary actions to consolidate the development of the national tourism sector (PNT 2003/2007, 2016).

From this it was traced a diagnosis that recognizes that the tourism sector in the government sphere there is a lack of coordination which sometimes generates disparate policies, the main consequence of the loss of resources allocated to the sector (PNT 2003-2007, 2016). By understanding this situation the Ministry of Tourism of Brazil through the PNT 2003/2007 (2016) sought to develop the activity to diversify the national tourist product, having the opportunity to act together, in which they sought to engage governments at the state level and municipal, private sector organizations, and ultimately, society.

Thus, the PNT 2003/2007 seeks to encourage investment in this activity and organize it through "Macro Programs, Programs and Actions" (PNT 2003/2007, 2014, p. 22), these are discussed by Thematic Chambers to then be executed, according to the PNT 2003/2007 are associated with the perspective of sustainability, among other issues, and seek to achieve different objectives primarily viewed in social perspective. These macro programs are in the areas of,

- 1) Institutional Relations - which sought to analyze and continuously monitor the plan;
- 2) Fomento—which has the main objective of encouraging investment and funding in this sector;
- 3) Infrastructure—which sought to ensure the basic infrastructure supply to the destinations where it sought to develop tourism through a partnership with the Inter-American Development Bank (IDB) which would enable these projects;
- 4) Structuring and diversification of tourism—which sought to target the available tourism within the territorial limits of Brazil in accordance with the cultural and natural characteristics of each region;
- 5) Quality Tourism Product—which was meant to qualify, regulate and professionalize the tourist offer;
- 6) Promotion and marketing support—which had the purpose of repositioning the image of the country and facilitate the sale of tourism products in Brazil;

Tourist information—sought to provide a broad database on tourism and its impacts in Brazil, to evaluate critical point and demonstrate the investment opportunities sector.

These macros programs shown to be well structured, and had as main objective to achieve the government's goals for the season, these goals were headed in the plan as vectors. Government vectors in this period were associated with the purpose of promoting the generation of foreign currency, employment and occupations, expansion of national tourism, increased international inbound tourist flow and increase national tourist flow, for among other reasons this would result in increased and improving the competitiveness of tourism products disposed within the territorial limits of Brazil.

In this context one of the goals was the main objective of reducing regional inequalities through the qualification of at least three quality products in every state of the Federation and the Federal District (PNT 2003-2007, 2016), especially for understanding the diversity displayed in different perspectives in Brazil.

After all the tourism activity tends to impact different sectors of a destination, among them stands out the economic perspective, environmental, political and cultural. Through, the PNT 2003/2007 the government this time also was embed the flag of Brazilian tourism sector for the distribution of income and better equality, as this trend has already presented in other programs and actions developed by the federal government in the same period, and constituted in an election promise.

From the perspective of sustainability, the main focus of this study, through the PNT 2003/2007, the federal government understands that when properly administered and managed the tourism strands tend to go near the aspects located in the perspective of sustainability, and so is exposed to the from the development and implementation of this plan the tourism activity is responsible for recovery and conservation of the environmental heritage (cultural and natural) (PNT 2003-2007, 2016).

In this context it appears that sought to contemplate social guidelines that the government wanted to democratize the supply of goods and leisure services and entertainment the most deprived classes of income. So the federal government would use state-owned banks such as Banco do Brasil and Caixa Econômica Federal to provide a better credit offer for the active organizations and potential entrants in this sector. These would contribute resources of around R \$ 1.4 billion to be invested in the tourism sector (PNT 2003-2007, 2016).

But much of the ideas of this plan was not put into practice, but the PNT 2007/2010 highlights, among other considerations that most of the goals highlighted was achieved emphasizing mainly in the financial sector that the country recorded an increase “of almost 12% of the 2005 revenue and no less than 116% above the amount determined in 2002” (PNT 2007/2010, 2016, p. 3). In this context the then President Luis Inacio Lula da Silva was re-elected, but due to changing global scenario, which also reflected in Brazil and in the tourism sector has been drawn up a new plan.

#### *4.3 The Turism National Plan from 2007 to 2010*

The National Tourism Plan—PNT 2007/2010, entitled “A Trip of Inclusion”, sought to create mechanisms to encourage the population to travel the country, because in the international arena, there is decrease in the displacement of people worldwide due to terrorist attacks September 11, 2001 in New York the Towers of the World Trade Center (PNT 2007-2010, 2016), therefore this time we highlight the development of new tourist destinations.

Therefore it sought to insert in the context of the tourism sector aspects of “inclusion” (PNT 2007/2010, 2016, p. 5), in which this activity like the PNT 2003/2007 would have to develop fulfilling its social function. Thus, it sought to develop guidelines for working with segments underused in Brazil, like, retirees, students and underprivileged classes. Sometimes view that these market niches tend to represent part of the solution to avoid periods of low demand, as seasonality becomes a common reality in the tourism sector, among these possibilities means to stimulate the organization and expansion of tourism (PNT 2007-2010, 2016).

That is why the PNT 2007/2010 aspects of social inclusion would be achieved by increasing the supply of credit to travel the country, which consequently would result in customers increase and separate segments for the sector. Also it sought through tourism development in Brazil achieve sustainability aspects in the social and environmental perspectives, among which the creation of the Environmental Agenda for Tourism and the search for inhibit the juvenile sexual exploitation. In the business environment the proposal, envisioned for the preparation of the Brazilian Defense System Competition and tax relief for the sector (PNT 2007-2010, 2016).

Among the strategies for the period, they found themselves actions aimed at increasing the accessibility of infrastructure and responsive equipment, such as investment in highways, railways, ports, airports and subways. In addition, the search was related to basic infrastructure investments in the distribution of water, electricity and housing. Therefore, it was understood that it needed to improve the basic and support to the tourism sector infrastructure to promote this activity with “quality and sustainability” (PNT 2007/2010, 2016, p. 30).

So it sought to elect macro programs that are composed of a series of programs, which crave apply them seamlessly into three groups, they therefore are located strands of the National Tourism Policy, to the space context that the tourism activity will develop and finally the activities necessary to provide support to this sector.

The application of these macro programs and programs will enable better conditions to receive, host, feed and entertain people in the country, as it is located among the various reasons for applying these flagrant need almost constant for the improvement and qualification of the provisions of the service sector within the limits territorial Brazil, which sometimes serves Brazilian and foreign, in order to seek to include and encompass people in their different perspectives.

In 2009 during the edition of Salão of Tourism in the city of São Paulo was exposed that there was a review of the PNT's goals 2007/2010, which sought to extend the proposal to develop 65 tourist destinations with international quality standard, this goal would be extended to the 2011 and then seek to develop qualitatively and internationally 85 tourist cities (Araujo, 2012). By this, it reflects that in developed countries the state has its emphasis on international promotion, as in developing countries the State in addition to promotion, need to insert media related to credit lines, construction of basic and tourism infrastructure (Grechi, 2014).

So the National Tourism Policy regulated by Decree n. 7,381, of December 2, 2010, was established for the purpose of defining the role of the federal government to order the tourism sector and tourism service providers, delegating the driving activities of the National Tourism Policy, which was previously directed to Embratur, the Ministry of Tourism (Araujo, 2012).

#### *4.4 The Tourism National Plan from 2013 to 2016*

In the year 2013 was put into practice the National Tourism Plan for 2013-2016, which showed the participation and contribution of the tourism sector in Brazil by providing according to the World Travel & Tourism Council (2013) the creation of approximately 7.65 million jobs in 2012 and to generate 8.04 million jobs (PNT 2013/2016, 2016).

In this context the example of previous national tourism plans the government justifies the investment in the area, especially in the social perspective that is observed in this area the opportunity to open new jobs. So it is noticed that PNT 2013/2016 that federal banks like National Bank for Economic and Social Development, the Banco do Brasil, Caixa Econômica Federal, Banco da Amazônia and Banco do Nordeste granted in the year 2012 funding for the expansion and modernization of the sector in the total of R \$ 11.2 billion (PNT 2013/2016, 2016).

However by these investments highlighted by the federal government it is emphasized that in the period 2003 to 2011 the national tourism sector presents a negative balance of about \$ 15.65 billion through the PNT 2013/2016 stands out the blatant justification for this deficit due to devaluation of the Brazilian currency against the dollar and the euro. But it appears that it needs more effective and efficient investment in domestic tourism sector for this to really generate good results.

In the global economic sector primary is called attention to the countries of emerging economies, especially the block called BRICS, consisting of Brazil, Russia, India and China. In the tourism sector this not to be different for reasons sometimes related to the increase in revenues from the sector and also to increase spending abroad. After all these countries have high investments in infrastructure, essential character to receive and send tourist flows, and also these countries are known for their potential consumer market either by increasing income of its population or its population contingent.

Therefore, the Brazilian should market devise strategies to capture these flows of these countries, either through better qualification of the products and services, seeking to overcome the cultural and ethnic differences, and reduce existing territorial distances. So Getulio Vargas Foundation and the Support Service for Micro and Small Enterprises—SEBRAE has accompanied the Competitiveness Index of National Tourism in the main tourist destinations in the country.

Among the objectives set by this plan are the search for organizing the tourism sector to host mega events, the desire to attract more foreign currencies, seeking to stimulate domestic tourism and finally, the incentive to improve the quality of products and services offered in this sector, that is, become more competitive Brazilian tourism product.

To achieve these objectives are set targets and actions when met corroborate to achieve the desired results for the tourism sector. Within these is the proposal for providing sustainable development to the sector, a concept “which hitherto occupied a peripheral position on the tourism strategy in Brazil” (PNT 2013/2016, 2016, p. 6).

It appears that this could be achieved by encouraging the practice of tourism in national parks, combat the sexual exploitation of children and adolescents, the pursuit of development of the tourism activity taking into account the characteristics of each locality and thus provide better integration between local agents and multiple components of the tourism sector and encourage community-based tourism.

These actions would be relevant since Brazil has 67 national parks, and never presented a tourism policy for protected areas, for this the Ministry of Tourism would have to seek to develop links with the Ministry of the Environment (PNT 2013/2016, 2016) for the sake of seeking to reconcile development and environmental preservation.

In the context of sustainability is still located the crave for greater social participation and decentralized management of tourism, which among other words would bring greater coordination of multiple stakeholders in this activity, and finally, the appreciation for the qualification and conservation of cultural contributions, natural and social, which are considered an invaluable heritage of Brazilian society, sometimes being relegated to oblivion by responsible agencies.

## **5. Conclusions**

In order to analyze issues associated with tourism issues, sustainability, Tourism National Plan, sustainable tourism and hospitality this study used documents and publications that led to identify the Tourism National Plans aspects of the aspects of sustainability. However it appears that in all Tourism National plans drawn up by the time they are much more related to a social perspective, which constitutes a partisan and focus of attention of existing governments over the periods analyzed by the researchers.

So, for the hypothesis of this study it is understood that aspects of sustainability in Tourism National Plans are contemplated to achieve political objectives, which sometimes do not constitute the focus of attention or the main interest of the sector. So according to analysis performed means that the federal government understands that because of the tourism sector require manpower to provide services, it is believed that by increasing the scope of this industry with more supply and demand supposedly would generate more jobs, this entering the tourism sector less favored social classes.

However it appears as researchers and professionals in this area that the tourist market needs to really consider social factors associated with the generation of jobs and income for people previously disadvantaged, but sometimes lacks skilled labor, able to meet the expectations and needs of consumers and their different perspectives, and the search for an industry qualification has been translating through initiatives ineffective and timid by the federal government and responsible agencies.

Because the scope of the national tourism has become a difficult task to find manpower able to meet these needs, it is considered that in addition to expanding the sector one needs to qualify you to not let the desire for their views national and international consumers.

Regarding the increased credit provided by state-owned banks and the investments made in infrastructure, training and manpower development, it is considered that these are very important for the professionalization and leverage this sector, but lacks more efficient measures and effective to bring return on investments made in different perspectives.

After all these, therefore, need to ensure entrepreneurs invested profits and for consumers to exceed expectations when visiting tourist destinations distributed within the territorial limits of Brazil. Thus through analysis of Tourism National Plans check up distinctions the treatment given to aspects of sustainability, as the PNT 2003/2007—the parameters of this approach found themselves voted only to value the environmental, natural and cultural heritage, but not identified ways for this to happen.

In PNT 2007/2010 sought to enhance and stimulate domestic tourism market by entering aspects of inclusion not only in job creation but also in tourism demand because the world economy is experiencing a period of crisis and in Brazil people are increasing your income. Finally the PNT 2013/2016 there is a consensus on the importance of greater integration globally with other emerging countries, there is a search for a higher and better qualified services in the industry, and also for hosting major events worldwide, in the context sustainability latter plan would translate into greater social participation, decentralized management of tourism and heritage conservation.

Finally, before the study and analysis carried out in the Tourism National Plan, it is observed that it lacks the competent authorities withdraw the ideas, goals and arranged guidelines in these paper plans and put them into practice thus constituted in effective actions that may come to benefit the stakeholders of this sector.

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