

TOURISM DESTINATION COMPETITIVENESS. CASE STUDY OF FOZ DO IGUAÇU. PARANÁ. BRAZIL

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Competitiveness has been a priority in the reference literature related to economics, management and strategic management. It is a complex concept that can be analyzed in many ways: in countries or companies, internal or external, micro or macroeconomic level. This theory of competitiveness of destinations came with the technical scientific revolution, in the third stage of capitalism, globalization of markets and information technology and gained ground in other areas. This paper addresses the specific thematic studies of the competitiveness of tourist destinations. The focus of the research study is the city of Foz do Iguaçu - Paraná - Brazil, and its main objective is to analyze the whole process of development of this city, under the context of competitiveness. The theoretical framework is based on the themes: competitiveness of tourist destinations and their respective models, planning, tourism and destination management. The research is characterized by the method of case study, being the object of study the city of Foz do Iguaçu – Paraná - Brasil, with exploratory and descriptive analyses. To analyze the tourism system, we used the Systemic Model of Angels (2004), to facilitate the demarcation of territory and understanding. After this analysis, we determined a matrix of minimum competitiveness indicators and applied this matrix to the object of study, and applied interviews with managers of the tourist destination in order to confirm the data surveyed. The positive impacts of tourism on economic development can be seen through the increase of the rent of the place visited via foreign exchange, where there is encouragement of investment, which ultimately create jobs and help in the redistribution of those currencies. With all this reality, the aforementioned changes in public perceptions of tourism as a major sector of the economy of fate led to tourism at the center of global attention. Thus, tourism has been elevated to the status instrument for achieving competitiveness (Porter, 1993). According to the analysis of the whole system of the tourist destinations of Foz do Iguaçu, together with the analysis of evolution suggests that the matrix and the interviews, it was possible

to make a structure to the destination development process. All results obtained in the previous administration, are benefits of the integrated management among the stakeholders of the destination, they joined forces and budgets to ensure more ambitious projects. The results led to a separate analysis by identifying that the destination in question has elements that shape featuring a competitive destination, however, still has areas to be improved. In that sense, the destination management guaranteed results and benefits to the entire tourism sector, which guaranteed the increase of local competitiveness. Although the majority of respondents say that the concept of competitiveness is present in organizations that manage the destination of Foz do Iguaçu, what we can say is that the city offers elements that - as a whole - present a positive context to competitiveness.