This article aims to analyze the process of appropriation of the tourist areas through the implementation of projects and models of development externalities that cause the production of new territoriality, with repercussions in life styles and daily life of local communities. Thus, the study relates issues of territoriality, globalization and tourism, trying to reflect on the process of reconfiguration and hybridization territorial as a result of the social practice of tourism. After performing a literature search of a descriptive nature, the study points to the need to address the particularities of the territories in the formatting of tourism products, promoting greater coordination among the local agents in the management of destinations, as well as greater interaction between the global and local in the achievement of sustainable tourism projects.

KEY WORDS: globalization, tourism, territoriality, sustainability, local development.