THE THEORETICAL-METHODOLOGICAL FRAMEWORK OF LANDSCAPES AND ITS PROSPECTIVE APPLICATION IN TOURISM PLANNING

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This article consists of a theoretical-methodological essay that focuses on the relationship between landscape and tourism. This relationship is outlined based on the recognition that the landscape constitutes an entity that cannot be disassociated from tourism, as every tourism experience involves the active of perception - predominantly visual - of the landscape visited, making it an important element of the tourism phenomenon and a resource of high value in the development and consolidation of the tourism offer. However, landscape studies, in their esthetic or visual dimension, are a field of knowledge that has been little explored by academics in the area of tourism in Brazil, despite its inherent importance for the planning and development of tourism spaces and destinations. The objective of this article, therefore, is to outline the essential elements of this field of knowledge, in terms of their conceptual and methodological aspects, and to highlight their potential application in tourism planning. The topics presented follow an order that is coherent with the central theme expressed in the title; it begins with an outline of the tourism value of the landscape, followed by a concise summary of the theoretical background to landscape studies, and also its methodological background; it then goes on to focus on the quality, fragility and visual impacts as parameters for the incorporation of the variable, or of the category "landscape" in operational models that can be applied in tourism spaces and in their environmental context.

KEY WORDS: tourism, landscape and tourism, tourism planning, landscape studies.