The urban landscape as a potential for tourism development: a study of the built landscape of Dourados/MS

A paisagem urbana como potencial para o desenvolvimento do turismo: um estudo da paisagem edificada de Dourados/MS

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ABSTRACT
Tourism is an economic activity that is characterized by the consumption of space. The visible portion of the geographical space - the landscape - is very important for this economic activity. The landscape is the first contact the tourist has with a destination, hence the importance of the landscape for the location visited. We could say that the landscape is a tourism heritage, as it is a visual synthesis of natural and human elements in a territory, elements that are transformed, through their original and unique values, into tourism resources. However, the landscape as a support for the development of tourism activities must be understood and analyzed if it is to support the practice of tourism, based on its urban uniqueness as a tourist attraction. The method used in this study is predominantly qualitative, and the data collection and analysis tools were developed based on a bibliographic, documentary and iconographic review. After collecting the data, they were selected and arranged, favoring in the analysis, the descriptive method of
interpretation and explanation of the potential of the urban landscape in the town. Based on the results, which indicate that the landscape is an attraction for the practice of tourism, this study analyzes the urban landscape of the town of Dourados-MS as a potential aspect for tourism development.

Keywords: landscape, landscape urban, tourism, Dourados.

RESUMO
O turismo é uma atividade econômica em que o consumo do espaço constitui sua razão de ser. Para esta atividade econômica, a porção visível do espaço geográfico, a paisagem é muito relevante. A paisagem constitui-se num primeiro contato do turista com o destino, assim se dá a importância da paisagem para a localidade visitada. Podemos dizer que a paisagem é um patrimônio turístico, pois é uma síntese visual dos elementos naturais e humanizados presentes no território, elementos que por seu valor original e singular transformam-se em recursos turísticos. Contudo, a paisagem enquanto suporte para o desenvolvimento de atividades turísticas precisa ser entendida e analisada para fundamentar a prática do turismo, considerando a sua singularidade urbana, como atrativo turístico. O objetivo principal desse estudo é analisar o potencial da paisagem urbana de Dourados, como oportunidade para o desenvolvimento do turismo no município, e o método será predominantemente qualitativo e seus instrumentos para coleta e análise dos dados foram desenvolvidos a partir do levantamento bibliográfico, documental e iconográfico. Após a coleta, os dados foram selecionados e sistematizados, cuja análise privilegiou o método descritivo de interpretação e explicação do potencial da paisagem urbana do município. Os resultados apontam para a paisagem como atrativo para a prática do turismo, por essa razão, a pesquisa procurou analisar a paisagem edificada da cidade de Dourados-MS, como um potencial para o desenvolvimento do turismo.

Palavras-chave: paisagem, paisagem urbana, turismo, Dourados.

1 INTRODUCTION
The municipality of Dourados is the second largest city in the State of Mato Grosso do Sul, with important cultural heritage, due to its history, with livestock and agriculture being its main economic activities that generate income, but which do not meet demand. of jobs in the municipality. Thus, Dourados seeks the development of tourism as a way of enabling changes in its reality. Considering this context, we intend to analyze the city of Dourados, specifically its urban landscape, as a cultural attraction capable of influencing the supply of services aimed at tourism.

However, the increase in poverty does not only depend on the rural modernization process, but the satisfaction of basic needs. Where spaces become creators of poverty, as
the population does not receive the necessary jobs and services, thus fueling the expansion of the urban crisis.

Thinking about these transformations requires us to look at this reality that, at the same time as it has placed one class of society with the most modern in agriculture and livestock, contradictorily, leaves another in precarious conditions, that is, The majority of rural workers leave the countryside without the minimum conditions and education to live in urbanized spaces.

And in the urbanized world where the market becomes increasingly competitive, requiring qualified professionals, what would be the possibilities and market strategies for the inclusion of rural workers to have the minimum survival conditions in cities. However, one of the possibilities for generating employment and income is the third sector, the provision of services, mainly tourism.

Cruz (2002) understands that as it is a relatively new activity, understood as a mass phenomenon only half a century ago, tourism still requires specific studies to articulate its corpus of knowledge. In this sense, in the municipality of Dourados, tourism can be a strategic activity for local development, especially if we consider its landscape, which for Cruz (2002, p. 109), “ [...] is the first instance of contact between tourist with the place visited and therefore it is at the center of the attractiveness of the places visited”. Tourism is seen as an instrument for improving the quality of life of the local community and a leveraging agent for other economic activities.

Thus, the guidelines proposed to promote local development are directly proportional to the characteristics of each municipality. In this context, Dourados aims to legitimize local resources that have high potential for the tourist development of the locality, such as its landscape and the elements included in it such as: monuments, landmarks, public places, respecting the natural and cultural characteristics of the municipality.
2 URBAN LANDSCAPE

To understand the urban landscape it is necessary to understand what cities are. For Boullón (2002, p. 189), cities are environments created by man, therefore a cultural space, whose objective is life in society. Thus, as for Castrogiovanni (2001, p. 23) who understands cities as a faithful representation of “social macro movements”, understanding cities as “a section of the world, where regardless of their dimensions or regional relevance, they vibrate and transform according to the needs and requests of local policies and social movements, linked to universal ones”.

However, each city has its own particularity, as it is an environment created or built by man, in this way Boullón (2002, p. 189) states that different men built different cities, according to their needs and the natural characteristics of the place. Therefore, for Castrogiovanni (2001, p. 23), cities must be understood as representations of human conditions, which are represented in the architecture and ordering of urban elements, thus leaving testimonies in the landscape of such spaces.

For I Font (1989), the idea of landscape began to develop in Western European culture at the beginning of the 15th century. This landscape is related to the artistic-pictorial representation of the visible world. It is as if the landscape could not exist without someone contemplating it. Landscape is, therefore, a concept enormously permeated with cultural, and even ideological, connotations. The landscape is a construction, a composition of this world. Landscape is a way of seeing the world. When we talk about landscape, we tend to think of natural or non-urban landscapes. The confusion between natural landscapes is the basis of the almost total lack of knowledge regarding the treatment of landscapes worldwide.

For Meneses (2002, p. 36), the landscape “has a history, that it can be an object of historical knowledge and that this history can be narrated”. And yet “the landscape offers material clues that allow us to perceive its historical character. " It is these “fossil traces” that lead to the understanding of the geomorphological and social formation of the contemporary landscape and its successive previous physiognomies, over time”. Thus, the landscape is a landmark of human activity in a given environment.

Boullón (2002, p. 194), states that these landscapes in their different environments, natural and urban, have their own language, and in the natural space it
manifests itself and in the urban space it is understood as a manifestation of action anthropic.

The authors De Oliveira, Anjos and Leite (2008, p. 162) consider the urban landscape to be:

[...] predominantly a result of human actions in the environment, its understanding and systematization have been the subject of several studies, in the search for new theoretical-methodological approaches, aiming at the development of methods and techniques for improving the quality of the urban environment.

However, there is great controversy regarding the definition of landscape, one of the concepts was given by George Bertrand apud Conti (2003, p. 59) formulated in 1968 who defines landscape as “the result of the dynamic combination, therefore unstable, in a given portion of space, of physical, biological and anthropic elements, which, reacting dialectically, one on the other, make it a unique and inseparable set in perpetual evolution”.

However, this is a more complete definition of landscape, and reflects the idea of Cruz (2002, p. 108) who explains landscape as being a reflection of space, so any transformation in space will imply a modification in the landscape, “if space is dynamic because socially constructed, landscapes are also dynamic, both as a function of this social dynamic and as a result of natural dynamics”.

Thus, according to Castro (2000, p. 122):

Since the landscape is what is seen, it necessarily presupposes the dimension of the concrete reality, which is shown, and the representation of the subject, which encodes it in the act of observation. The landscape as a result of this observation results from a cognitive process, mediated by representations of the social imaginary full of symbolic values. Thus, the same author concludes, exposing the idea that landscape is written in space and must be interpreted in the historical context of societies.

Analyzing and understanding the landscape is somewhat complex, as each individual has their own perception of a given place. It is interesting to note that all definitions imply the existence of an observer, someone who contemplates and analyzes this portion of space from a specific point of view.
According to Petroni and Kenigsberg apud Boullón (2002, p. 118) there are two basic types of landscapes, natural and urban:

Natural landscape: set of visible physical characters of a place that has not been modified by man. Cultural landscape: landscape modified by the presence and activity of man (crops, dikes, cities, etc.). Urban landscape: sets of natural and artificial plastic elements that make up the city: hills, rivers, buildings, streets, squares, trees, lights, advertisements, traffic lights, etc.

For Boullón, there are two basic types of landscapes, as he considers that the cultural landscape is part of the natural landscape, which corresponds not only to untouched nature, but also to natural space modified by man.

According to Boullón (2002, p. 66), the tourist heritage of a location is made up of four component elements, which are: tourist attractions, tourist developments, infrastructure and the tourist superstructure. Where attractions are actually the raw material of the tourist product, the tourist enterprise is all the places that offer and sell services to tourists, infrastructure is one of the fundamental components for the functioning of the tourist product, according to Boullón (2002, p 58) this is currently understood as “the availability of goods and services that a country relies on to sustain its social and productive structures”.

Education, health services, housing, transport, communications and energy are part of it”, to better understand the infrastructure we can classify it into four groups: access, telecommunications, electricity and sanitation. The superstructure is understood as a subsystem formed by public and private bodies that are responsible for regulating these systems. Infrastructure and superstructure are fundamental and indispensable when it comes to the city's landscape, as they influence the quality of urban landscapes.

Boullón (2002), says that to obtain a more precise definition of landscape it is necessary to combine a series of variables arranged in 7 groups. They are: Type of urbanization; • Socioeconomic level of buildings; • Architectural style; • Topography; • Type of street; • Type of pavement; • Type of tree. Cada grupo se subdivide formando um todo de trinta elementos básicos, onde que suas combinações formam uma tipologia da paisagem urbana.
The combination of elements from each group forms an infinity of landscapes that a city can present, for Boullón (2002, p. 220), the image of a tourist center is formed in the following way “The capture of the focal points of a tourist center originates the formation of an equivalent number of strong images, which, when correlated in the minds of visitors, allow the creation of a synthesis of urban space”. Still for Boullón (2002) these points are called gravitational areas, they are mandatory passage points for tourists in a given city, they come in four types: • Terminal stations; • Areas where tourism enterprises and other tourist services are concentrated; • Tourist attractions; • Exits to the roads that lead to the urban attractions included in the influence radius and streets that connect the urban attractions with each other, with the tourist resort concentration areas, and the latter with the terminal stations.

For De Oliveira, Anjos and Leite (2008, p. 163):

Urban landscape studies have emphasized not only the explicit formal aspects of the configuration, but also pay attention to the symbolic values and cognitive processes triggered in each individual in their process of assimilating the landscape. From this perspective, we understand that the meaning and representativeness of the urban landscape permeate the purely formal aspects of the elements that compose it, to the extent that its assimilation also results from the perception of each individual in their cognitive process, mediated by a cultural filter and by symbolic values, as representations of your imagination.

It is in this sense that this research is justified, which seeks, through the reflection and articulation of several authors, to identify possibilities and contradictions found in the urban landscape, this, as a support and also attraction for tourism, however it is worth highlighting that there is little research in area, which makes it difficult to expand the theoretical framework.

3 METHODOLOGICAL PROCEDURES

The methodology was structured for the case study, which according to Gil (1991, p. 58-59) has its advantages:

• Stimulations to new discoveries; as it is a flexible study, the researcher is always attentive to new discoveries, and aspects not foreseen in the research plan often appear; •
Emphasis on totality; In this type of method, the researcher must be focused on the entire problem, as previously mentioned, so that he can study and measure his object of study;

• Simplicity of procedures: according to Gil, when dealing with the case study, the procedures are the simplest both in collecting data and in formulating the research report.

Furthermore, this study sought to understand and explain, through descriptive analysis, the elements of the urban landscape, relating them to the historical characteristics of its formation, the geographical aspects of the territory and the morphology of the city.

4 DATA COLLECT

The methodology was based on bibliographic, documentary and iconographic research. Documentary research, which according to Moreira (2005), is considered very similar to bibliographical research, so many of the development phases of both coincide. However, differences can be found in research depending on the nature of the documents or procedures for interpreting data.

In this sense, the bibliography relevant to the proposed topic and documentary research were consulted, especially on the laws and instruments of urban policy in the city of Dourados. As well as reading municipal plans, programs and projects. In addition, field work was carried out, with direct observations of the landscape, including archival photographic surveys and current reality to support the analysis.

For Marconi (2007), observation is a data collection technique and uses the senses to obtain information about reality. Translates detailed descriptions of events, people, actions and objects in a given context. It's not just about seeing and hearing. We use all of our senses to examine facts or phenomena that we want to study. It is not enough for the observer to simply look. Must know how to see, identify and describe different types of human interactions and processes. Observation, as a scientific technique, presupposes carrying out research with carefully formulated objectives, adequate planning, systematic recording of data, verification of the validity of the entire process and the reliability of measuring results. It must be based on consistent theoretical foundations related to the nature of the facts or behaviors to be observed.
After collection, the data was selected and systematized, the analysis of which privileged the descriptive method of interpretation and explanation of the landscape's potential for the development of tourism.

According to Dencker (1998), the descriptive method is well structured and planned, requiring in-depth knowledge of the problem studied by the researcher, who knows how to evaluate it and how to proceed to do so. However, the method comprises a series of data collection and observation techniques.

5 DATA ANALYSIS

Data analysis was carried out in light of the concept and methods developed by Boullón (2002), where he understands that form is the language of a city, where its reading is supported by the signs that best represent it. These forms are divided into two distinct groups, buildings and open spaces, where those that are most prominent are called urban focal points.

These focal points are in turn divided into six elements called by Boullón (2002) elements of morphological structuring of urban space, and they are Streets, Landmarks, Neighborhoods, Sectors, Edges and Routes.

Boullón (2002, p. 196), defines that “Places are open or covered spaces for public use, which tourists can enter and which they can roam freely”, such as parks, squares, etc. Also according to Boullón (2002, p. 196), “Landmarks are objects, urban artifacts or buildings that, due to the size or quality of their shape, stand out from the rest and act as an external reference point for the observer”, such as churches, monuments, etc.

For Boullón (2002, p. 202) “neighborhoods are understood as sections of the city, which were created to facilitate its administration”. The sectors, according to the author, are characterized by being “parts of the city substantially smaller than the neighborhoods, but which have the same characteristics as these. In general, the sectors are the remains that remain of an old neighborhood, whose original buildings were supplanted by more modern ones”.

Boullón (2002, p. 208) understands that edges “are linear elements that mark the limit between two parts of the city”, that is, they separate certain elements of the city. And the itineraries for the same author “are the circulation routes selected by the tourist
traffic of vehicles and pedestrians, in their movements to visit tourist attractions and to enter or leave the city” (BOULLÓN, 2002, p. 209).

And in the content of images of cities by Kevin Lynch (1997), which refer to physical forms, classified into five types of elements: roads, limits, neighborhoods, nodal points and landmarks.

Which are defined as follows:

1) Roads are the circulation channels along which the observer moves habitually, occasionally or potentially. They can be streets, avenues, transit lines, canals and railway; 2) Limits are linear elements not used or understood as paths by the observer. They are borders between two faces, breaks in linear continuity: beaches, riverbanks, walls, walls; 3) Neighborhoods are the medium or large regions of a city, conceived as having a two-dimensional extension. The observer mentally “penetrates” them, and they are recognizable because they have common characteristics that identify them; 4) Nodal points are strategic places in a city through which the observer can enter, they are the intensive focuses to which or from which he moves. They can basically be junctions, an intersection or a convergence of roads; 5) Landmarks are another type of reference, but in this case, the observer does not enter them: they are external. In general, it is a physical object defined in a very simple way: building, sign, store or mountain.

None of the types of elements specified above exist in isolation in a specific situation. Neighborhoods are structured with nodal points, defined by boundaries, crossed by roads and dotted with landmarks. However, overlapping and interpenetration of elements occur regularly. The combination of these categories of analysis guided the reflection on the object of study of this research.

However, there is a great discussion regarding the elements that make up the morphological structure of urban space, a name given by Boullón (2002), since Lynch (1997) classifies these elements as the content of images of cities. Some of these elements are repeated in both classifications, but they complement each other in this case to support the analysis of this study.
6 RESULTS AND DISCUSSIONS

With the increasingly fierce competitiveness of regional, national and international markets, cities use their image in marketing strategies to attract the development of tourism, which is very well explored in first world countries. But in order for the municipality to develop its tourism potential, enjoying economic, social and environmental benefits, through the expansion of the job market, and the improvement of basic and leisure infrastructure, adequate planning is necessary and coherent with the reality of the county.

Tourism planning for cities seeks to fit into these types of locations, such as Dourados, where it is a process that analyzes tourist activity in a given geographic space, diagnosing its development and establishing an action model through the establishment of goals, objectives, strategies and guidelines with which it is intended to boost, coordinate and integrate tourism into the macroeconomic context in which it is inserted.

One of the factors responsible for the development of tourism is the Master Plan that covers the entire territory of the municipality and is an integral part of municipal planning, and the multi-annual plan, budgetary guidelines and annual budget must incorporate the guidelines and priorities contained. The Dourados Master Plan states the improvement of quality of life, with urban and tourist planning, where both complement each other for the development of the locality.

However, we must consider that the strategies above bring great benefits, both for tourism and the receiving location, however, it is not enough for urban development and its improvement if there is no interest on the part of public and private bodies. Public opinion is also necessary and favorable to not distort the location, respecting its identity, thus maintaining its attractiveness.

Thus, in tourism planning, objectives may be related to the development of locations, regions, countries and even continents, involving both public bodies and private companies in this field of activity.

In this case, planning aims to legitimize local resources that have high potential for tourism development in the locality, such as neighborhoods, commercial areas, coastal regions, respecting the natural and cultural characteristics of the locality, evaluating and establishing mechanisms to reduce impacts. tourist information about the locality.
For the Mato Grosso do Sul Tourism Foundation - FUNDTUR/MS (2006), tourism in the state is linked to environmental issues, more than any other form. Several locations in the state have become refuges for people seeking to interact with nature, as it has more tourist segments focused on the environment.

The tourist activity of Mato Grosso do Sul, as seen, has several limitations, however, it exists and has been developing centered much more on isolated regions, such as Serra da Bodoquena and Corumbá, rather than as a result of an effective public and private policy for the state as a whole. This contributes to generating and maintaining deficiencies, which, if more effective actions (public and private) were adopted, could be eliminated, helping to integrate the different segments and increase competitiveness.

FUNDTUR/MS (2006) corroborates the idea that there is tourism potential in several municipalities in the state, but it focuses its attention on just three regions: the Campo Grande Region; Serra da Bodoquena, southwestern portion of the State made up of the municipalities of Bonito, Bodoquena and Jardim; and the region of Pantanal, Aquidauana, Miranda, Corumbá and Porto Murtinho.

However, it is believed that the diversification of tourist activities can increase participation in job creation in the state and that there could be a boost in the development of the little explored regions of Mato Grosso do Sul. Especially because most tourist destinations are marked by seasonality due to business, events and holidays, the heat and the fishing season, while at borders tourist intensity is influenced by the exchange rate of the dollar. (Roberto; Lourenço; Antunes, 2001).

But also, the state has several characteristics that make it a tourist destination of growing interest, including: the organization and control of tourist activity; the large quantity and diversity of natural attractions; significant number of direct and indirect jobs and existence of medium and long-term projects (Barbosa; Zamboni, 2000; Almeida, 2002).

Currently, the state of Mato Grosso do Sul is made up of 79 municipalities, in a territorial area of 357,145.534 square kilometers, with an estimated population of 2,809,394 people (IBGE, 2020).

It is also important to highlight that in the state of Mato Grosso do Sul, 39 municipalities (48% of the territory) are located in the so-called border strip; of these, 12
are located on the border line, where we can highlight Ponta Porã, the municipality is integrated into Pedro Juan Caballero-Paraguay, and this integration is facilitated by the dry border line that unites the Brazilian side with the Paraguayan side, where the Shopping tourism developed in parallel with this movement across the border, attracting people from all parts of Brazil (Santos; Silva; Moreira Júnior, 2015; Baptista; Pereira; Sonaglio, 2016).

It is also worth noting that the object of this study is the stopping point for those heading from Campo Grande (state capital) to Ponta Porã and, consequently, to neighboring Paraguay (Barbosa; Zamboni, 2000), as we can see in figure 1.

![Figure 1: Localization of the study object](source: Santos, 2023)

Dourados is the second largest city in the state, but it is not located in the same mesoregion, in addition, it has different tourist potential from other municipalities, as in general it has more infrastructure (accommodation facilities, restaurants and other
services) than tourist resources. Therefore, they have sought to invest in the diversification of economic activities, one of which is tourism.

In this sense, presenting the potential of the urban landscape of Dourados for the development of tourism is in line with the evolution of the activity in the state context, but also in the national context, proving to be a fundamental step for the effective organization and development of tourist activity. To this end, the aim is to contribute to increasing the competitiveness and sustainability of the tourist destination of Mato Grosso do Sul compared to other Brazilian destinations, by identifying the potential of the municipalities, making it possible to present the main characteristics aimed at consolidating tourism as one of the main economic activities of the state.

7 FINAL CONSIDERATIONS

Even with the growth, investments in the sugar and alcohol industry, as well as the increase in the city's main economic activities, agriculture and livestock, generate income, but do not meet the demand for jobs in the city. This is why the image of cities is so important for the development of tourism, in particular, the urban landscape.

Despite the existence of a cultural historical heritage of great relevance in Dourados, there was never a real political interest on the part of the public authorities to implement the idea, as what really prevails today is a total disregard for these monuments that are part of and count the history of the municipality, many of them are largely deteriorated, such as the “Usina Velha”.

However, this monument is included in the master plan as one of the units identified for historical heritage listing in Dourados, thus, it has a great latent potential for revitalization and to regain its due importance for the city, with new social and economic functions.

Although the city of Dourados does not have significant natural resources, which are peculiar to other municipalities, it can offer tourist products that are different from other cities in the state. In this case, we could mention its urban landscape, as a difference from other cities in the state, which not only presents an exuberant beauty, relevant historical heritage, which count and are part of the city's culture, but also a necessary and indispensable resource, urban mobility, as we can see in figure 2.
Figure 2: Analysis of imagens of the city of Dourados

This mobility is responsible for providing broad and democratic access to urban space, prioritizing modes of transport and circulation in a safe, socially inclusive and sustainable way. But also guarantee organized urban growth and a fairer and more democratic appropriation of public spaces.

With the current conditions of urban mobility in the country visibly precarious, the municipality of Dourados could continue as an example of a model city, as it encourages the promotion of the movement of people and not vehicles, in order to prioritize space and the movement of people of low purchasing power, through, for example, its large number of routes exclusively for cyclists, thus guaranteeing them safety, comfort and social inclusion.

Considering the local reality, where the tourist flow is intended to be created, it is perfectly possible to capture a specific tourist profile, based on the offer of products that meet the characteristics of these consumers. However, it is necessary to create an image that represents the city, although everyone does not know the city, or even remember it through a landscape or historical monument that represents it.
The existence of historical and cultural resources are very strong elements for the creation of tourism products. However, for these to be tourist attractions, they need to be transformed into quality products.

In general, the municipality has much more potential than tourist infrastructure, considering that the project of this infrastructure is not fully compatible with a new scenario that is desired, it is necessary to start a process of changes and improvements in this infrastructure.

Thus, the aim is to implement a permanent program that facilitates and disseminates tourist products, cultural and leisure activities capable of attracting a flow of tourists to the municipality. However, some changes are beginning to be developed by the current municipal management (2020-2024), such as the revision of the Master Plan, based on the Campo Grande Urban Environmental Development Master Plan (PDDUA), considered a reference planning instrument.

However, what we still see are these small, punctual and insufficient actions, as many projects, programs, proposals do not just come out of paper, but must be applied to obtain results, however we do not have a specific secretariat for tourism, in addition to Furthermore, the lack of incentives on the part of public bodies is clearly visible at this point.

Faced with these difficulties, some institutions have sought to develop tourism in the state of Mato Grosso do Sul through assistance programs, as is the case of SENAR/MS – RURAL LEARNING SERVICE OF MATO GROSSO DO SUL, which started in June 2023 the pioneering program in Brazil, ATEG – Technical and Management Assistance in the agritourism production chain. This ATeG is a tool for improving business management, productivity and sustainability of rural properties in Mato Grosso do Sul. By applying the methodology proposed in the programs and working together with the producer, Senar/MS disseminates knowledge and technologies that allow the growth of rural companies in various agritourism production chains, including the object of this study is served by the program in question (SENAR/MS, 2023).

As we can see, the city of Dourados holds historical-cultural resources, as well as potential for the practice of rural tourism, which, through the integration between urban and tourist planning, can boost the local economy with greater diversification in the job
offer. All this material and immaterial heritage of the city is projected as an important destination in the hearts of those who pass through here, whether on business or leisure, or even as a stopover to get to Pantanal, Bonito or our sister country, the Paraguay.

Thus, the municipality has great potential for the development of tourism in relation to the urban landscape, however it is not sufficient for consolidated tourism, so it will be necessary to combine other tourist activities to complement and reach the appropriate level for the desired development.

In the following lines, we discuss the potential contribution of the study of urban landscape to the development of tourism in the municipality of Dourados, taking as a reference the assumptions defended by Lynch and Boullón.

And with the research it was possible to observe that there is no specific research to verify which type of tourism is most appropriate for the reality of the municipality. In this way, they study the reality of the municipality only through data (economic, social, structural and cultural) offered by the Secretariat of Economic Development, which is not always updated and, due to the real demands and conditions offered by the city, which is very little for those who aims for consolidated tourist development.

It is still worth remembering that there is no type of tourist activity in the municipality, but as we can see throughout this work, the researcher is aware of the municipality's potential for developing such an activity, using mainly its urban landscape.

It is extremely important to remember the need for new research related to the proposed topic, due to its importance for the development of tourism and the difficulty encountered in substantiating this research.

It is worth highlighting that, despite the relevance of the proposed analysis, this study is not entirely conclusive, but the beginning of a complex process of reflection on the importance of understanding the articulation between landscape and tourism, thus stimulating continuity of research relating to the proposed topic.
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