Abstract

This research aims to identify the strengths and weaknesses of the management of tourism in the Metropolitan District of Caracas, in order to activate those changes necessary to achieve their full potential in terms of urban tourism, local urban development and strengthening of the decentralization process in Venezuela. For this purpose, an exploratory and descriptive-type research was developed, with theoretical foundations in the areas of management, city planning, public management and tourism, and a methodology based on the systematic collection and recording of information, process that helps to identify matches among different local actors in order to build a shared vision of the city and to propose a new management strategy based on tourism planning, social and economic development, investment and projects, and marketing, to be institutionalized at all government levels (local, regional and national).

Keywords

Metropolitan tourism, tourist management, management of cities.