Abstract

The paradigm of development is directed to look at the regional vocations. The objective of this paper was to see how the Director Plan of São Sebastião - SP presents tourism as a factor of regional development promoter. The research is characterized as exploratory, with bibliographic and documental data collection, with qualitative approach it was found that the tourism is treated as a major regional role, since it's economic, social and environmental return proved to be more balanced in relation to other activities in the municipality. It was noticed, however, that there is a particular difficulty to incorporate the population participation, one of the development contemporary approaches, even after Director Plan review.

Keywords

Tourism, Development, São Sebastião.