

Recebido: 01.06.2026

Aprovado: 04.07.2026

Avaliado: Sistema Double Blind Review

O TURISMO DE SOL E PRAIA: UMA ABORDAGEM DA ECONOMIA AZUL NO SUDESTE DO BRASIL

SUN AND BEACH TOURISM: AN APPROACH TO THE BLUE ECONOMY IN SOUTHEASTERN BRAZIL

Nome do autor¹: Ingrid Tavares CostaE-MAIL: ingridtavares.oc@gmail.comORCID: <https://orcid.org/0009-0000-1577-9609>Nome do autor²: Rafael Granvilla OliveiraE-MAIL: rafaelgranvilla@gmail.comORCID: <https://orcid.org/0000-0002-3506-1909>Nome do autor³: Camilah Antunes ZappesE-MAIL: camilah.zappes@ufes.brORCID: <https://orcid.org/0000-0002-5486-6577>

RESUMO

A Economia Azul (EA) é um novo modelo econômico que busca unir economia e sustentabilidade por meio do oceano. O objetivo deste estudo é analisar as percepções de *stakeholders* sobre os impactos do turismo de sol e praia no litoral sudeste do Brasil, sob a perspectiva da EA. Foram utilizados diário de campo, observação participante e 37 entrevistas com questionário semiestruturado. A análise foi realizada por meio da triangulação de dados e da análise SWOT. O turismo de sol e praia apresenta a riqueza em recursos naturais como “Pontos Fortes”. Quanto aos “Pontos Fracos”, reconhecem que os “Pontos Fortes” podem gerar “Oportunidades”. Em relação às “Ameaças”, destacam principalmente negligência ambiental. Considerando tanto os benefícios econômicos quanto os impactos ambientais e sociais, a cooperação entre os *stakeholders* é essencial para a implementação de propostas de gestão.

Palavras-chave: Oceanografia Socioambiental. Economia do mar sustentável. Turismo sustentável. Governança.

¹ Programa de Pós-Graduação em Oceanografia Ambiental, Centro de Ciências Humanas e Naturais, Universidade Federal do Espírito Santo (UFES); Grupo de Pesquisa Ecologia Humana do Oceano, Departamento de Oceanografia e Ecologia, Universidade Federal do Espírito Santo (UFES), Vitória/ES, Brasil.

² Gerência de Estudos e Negócios, Secretaria de Estado de Turismo do Espírito Santo; Grupo de Pesquisa Ecologia Humana do Oceano, Departamento de Oceanografia e Ecologia, Universidade Federal do Espírito Santo (UFES), Vitória/ES, Brasil.

³ Programa de Pós-Graduação em Oceanografia Ambiental, Centro de Ciências Humanas e Naturais, Universidade Federal do Espírito Santo (UFES); Grupo de Pesquisa Ecologia Humana do Oceano, Departamento de Oceanografia e Ecologia, Universidade Federal do Espírito Santo (UFES), Vitória/ES, Brasil.

ABSTRACT

The Blue Economy (BE) is a new economic model that seeks to unite the economy and sustainability through the ocean. The objective of this study is to analyze stakeholders' perceptions of the impacts of sun-and-beach tourism on the southeastern coast of Brazil from the perspective of the BE. A field diary, participant observation, and 37 semi-structured interviews were used. The analysis was carried out through data triangulation and SWOT analysis. Sun-and-beach tourism presents the richness of natural resources as a "Strength." Regarding "Weaknesses," stakeholders recognize that the "Strengths" can generate "Opportunities." In relation to "Threats," they mainly highlight environmental neglect. Considering both the economic benefits and the environmental and social impacts, cooperation among stakeholders is essential for the implementation of management proposals.

Keywords: Socioenvironmental oceanography; Sustainable Sea economy; Sustainable tourism; Governance.

1. INTRODUÇÃO

Sun and beach tourism is one of the most prominent and widespread sectors of global tourism (Lazarow *et al.*, 2013; Femeníans Rosselló, 2019). In this sector, the main objective involves attracting visitors to a coastal environment for leisure; furthermore, this tourism sector is interconnected with other sectors (Jurdana & Frleta, 2015; Yamkovaya *et al.*, 2020). This connection directly and indirectly affects the economy of the impacted regions because sun and beach tourism can support other sectors as those related to adventure tourism; culture and history; gastronomy; health and well-being; and events and entertainment (IBGE, 2022).

The sun and beach sector, when managed well, has positive influences, such as increasing the demands for accommodation, food, and transportation services (Hulu *et al.*, 2022; Srinivasan *et al.*, 2022), developing tourism infrastructure and promoting local culture (Carvache- Franco *et al.*, 2021). These positive effects can generate employment opportunities and increase incomes. However, despite these positive influences, sun and beach tourism also has negative effects (Archer *et al.*, 2012; Hazanal, 2017).

Overcrowding is a frequent problem in which the number of tourists overwhelms local infrastructure and public services (Baños Castiñeira & Blasco, 2020; Pramoro *et al.*, 2026). Coastal pollution generates solid waste and water pollution and damages coastal ecosystems, negatively impacting marine fauna and flora (Garcés-Ordóñez *et al.*, 2020, Ribeiro *et al.*, 2023; Bentaallah *et al.*, 2024). In addition, the real estate market can tighten, which can lead to gentrification issues for local residents and increase real estate prices due to tourist demands and income levels (Costa & Fonseca, 2019; Sard *et al.*, 2025). In this sense, these issues indicate

that low-income groups residing in tourist locations may have their rights neglected by public policies in favor of the interests of tourists and companies related to the tourism economy (Hjalager, 2020; Milano *et al.*, 2024).

In Brazil, the cultural and environmental diversity along more than 7 thousand km of coastline enhances sun and beach tourism via high numbers of foreign and domestic tourists (residents visiting the country). According to data presented by the Ministry of Tourism, Brazil was the destination of approximately 6 million international tourists in 2019, 64.8% of whom were attracted by the sector addressed in this study.

In southeastern Brazil, specifically in the state of Espírito Santo (ES), the public and private tourism sectors use coastal natural beauty to promote sun and beach tourism. This attracts thousands of tourists and elevates ES to a prominent tourism category.

In 2019, ES was ranked first in interannual variation in the volume of tourist activity among states, with 166 thousand people employed in tourism and mass income totaling US\$ 61.4 (R\$ 317 million, values in Brazilian Real in 2026) (IJSN, 2020). Part of this volume was concentrated in the metropolitan region with job creation in the capital Vitória (+1,469) and in the municipalities of Vila Velha (+1,137), Serra (+776) and Guarapari (+187) (IJSN, 2020). In 2022, the state was ranked seventh, with +33.6% in tourism activities and a considerable increase in the mass of workers' income, totaling US\$ 72.4 (R\$ 374 million, values in Brazilian Real in 2026).

This economic growth needs to be discussed in conjunction with the socioenvironmental public policy actions of the ES coast defined in the document 'Strategic Route for the Future of Espírito Santo 2035' (SENAI/DR-ES, 2023). This integration should occur in line with the global plan of action of the 2030 Agenda, the Sustainable Development Goals (SDGs) of the United Nations (UN) and the Decade of Ocean Science (UN, 2015; Taljaard & Adams, 2021).

In these global discussions, the Blue Economy (BE) can be used as a new model of economic development that aims at the conservation and sustainable use of the ocean and its resources. The BE proposal is to encourage the promotion of sustainable management of coastal areas and the economic development of sectors such as sun and beach tourism (Hazra & Bhukta, 2022; Sahu & Doppalapudi, 2025). This connection between Agenda 2030 and the BE plays a key role in understanding issues related to the sun and beach tourism sector. Strategic

partnerships, financial incentives and appropriate regulations are key instruments for promoting responsible practices and ensuring that tourism not only drives economic growth but also contributes to environmental conservation and the well-being of local communities (Soteriou & Coccossis, 2019; Garcia & Cater, 2022; Manea & Cozea, 2023; Dema *et al.*, 2023). Therefore, it is important to understand the variables that can interfere in the dialog between stakeholders, such as the public and private sectors, traditional communities, the third sector, and teaching and research institutions (Ridwan & Sarpin, 2023).

Although tourism is among the main sectors of BE, studies that address the perceptions of stakeholders related to the effects of sun and beach tourism are scarce, especially for southeastern Brazil. In this sense, the objective of this study is to analyze the perceptions of stakeholders in relation to the effects of sun and beach tourism from a BE approach for the coastal ES metropolitan region in southeastern Brazil. Based on these results and discussions, priority co-management measures for BE for southeastern Brazil can be proposed and can contribute to government plans, such as the State Plan ‘Strategic Route for the Future of ES Turismo 2035’.

2. MATERIALS AND METHODS

2.1 Study area

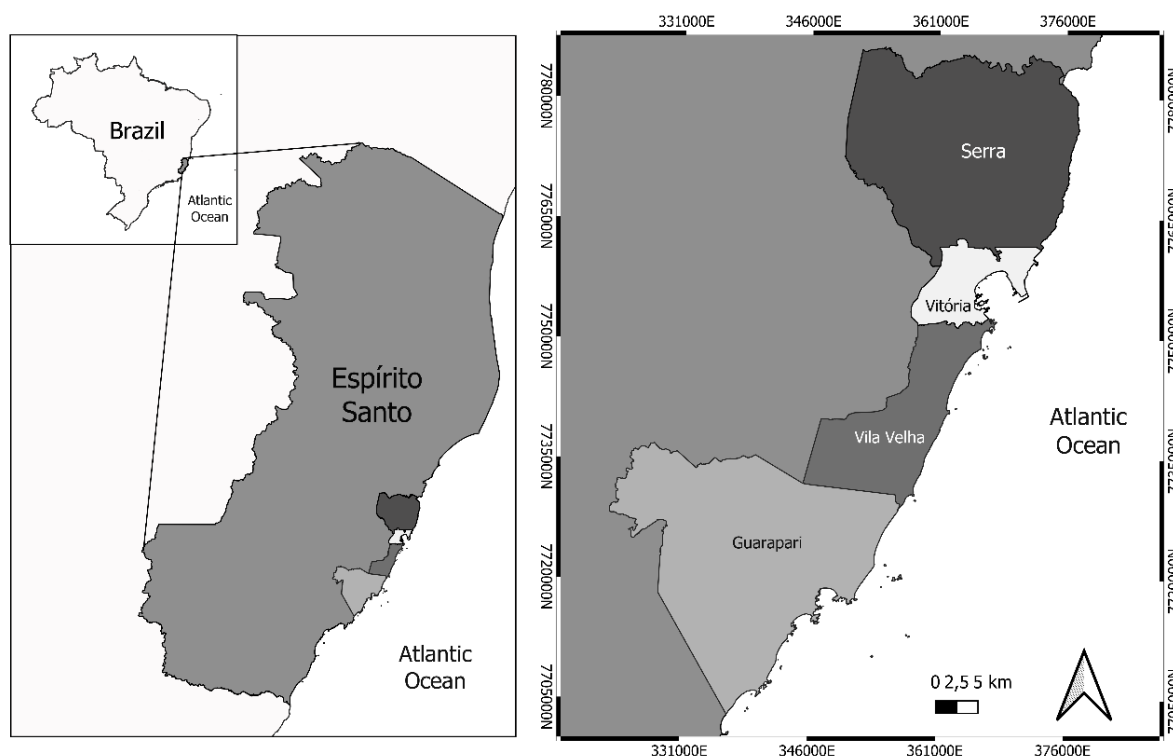
This study was conducted in the coastal mesoregion of the state of Espírito Santo (ES), southeastern Brazil, specifically in the tourist region known as ‘Metropolitana’ (SETUR-ES, 2020). This region includes the studied municipalities of Serra (20°07'44"S; 40°18'29"W), Vitória (20°19'20"S; 40°20'17"W), Vila Velha (20°19'50"S; 40°17'32"W) and Guarapari (20°39'28"S; 40°30'39"W). The state capital is Vitória, which is an island interconnected to the other municipalities mentioned (Figure 1). The state of ES is located on the central coast of Brazil and has several ports for international trade and the flow of raw material derived from mining; these ports demonstrate the economic importance of this region for the country.

The presence of the sea plays an important role in the sun and beach tourism activities in the studied region (SETUR-ES, 2016). In a summer season survey conducted by the State Department of Tourism (SETUR/ES) in 2023, 1,240 tourists and day-trippers were

interviewed in the metropolitan region; on average, 37.8% of the tourists had leisure with natural attractions (beaches, rivers, waterfalls and mountains) as the reason for their trip to ES.

These interviewees originated from the neighboring states of Minas Gerais, Rio de Janeiro, São Paulo and ES, with incomes between US\$ 485.77 and US\$ 1,214 (R\$ 2.514,73 and R\$ 6.280,00 – values in Brazilian Real), as calculated for the year 2026. The main expenses of the trips were related to food, accommodations, transportation, tours and trade.

Figure 1 - Indications of the four studied municipalities (Serra, Vitória, Vila Velha and Guarapari) located in the Metropolitan Region of the state of Espírito Santo, southeastern Brazil.



2.2 Procedures

To obtain the data, 37 interviews, a field diary and participant and direct observations were conducted. The interviews involved individual stakeholders active in the public management and/or economic branch of tourism (public or private areas). Initially, a semistructured questionnaire was developed that included open ($n = 20$) and closed ($n = 9$) questions (Schensul *et al.*, 1999). The questions were related to positive and negative effects,

strengths, weaknesses, opportunities and threats from the sun and beach tourism sector in the metropolitan region of ES.

In addition, a field diary was used to record behaviors and situations after each interview, capturing nuances that might not have been addressed by the questionnaire (Clifford, 1998). To obtain an even more immersive perspective, the technique of participant and direct observations was applied, with the aim of involving researchers in sun and beach tourism activities, participating in events and observing social interactions (Malinowski, 1978).

Such participation included attendance at municipal tourism promotion fairs, academic events, and strategic meetings organized by the State Department of Tourism, as an observer. By combining the methods described (interview using a semistructured questionnaire, field diary and participant and direct observations), it was possible to obtain more robust data on the perceptions of stakeholders regarding the effects of sun and beach tourism.

2.3 Data analysis

For the qualitative analysis of the data, the triangulation technique was used, which allowed cross-validation and the identification of patterns, motivations and experiences from the perspective of the stakeholders (Carter *et al.*, 2014). In the triangulation, the responses were separated and classified for the SWOT analysis according to the categories ‘Strengths’, ‘Weaknesses’, ‘Opportunities’ and ‘Threats’ (Yeasmin & Rahman, 2012; Viviana & Victor, 2022). In this context, SWOT analysis was used as a strategic tool for the intelligent and sustainable management of sun and beach tourism in the Blue Economy (BE). This analysis makes it possible to identify economic potential, define regulations and perform environmental monitoring and actions aimed at sustainable practices in the tourism sector studied.

For the quantitative analysis, basic descriptive statistics were performed based on the percentages of positive and negative effects from the sun and beach tourism sector. Furthermore, an analysis was undertaken of the consequences of these effects on the use of the coast in the metropolitan coastal region studied.

For this study, the following data were analyzed: 1) the perception of visual changes on the coast with the presence of tourists; 2) the positive and negative effects of the tourism sector on the coast of the municipality; and 3) the strengths, weaknesses, opportunities and threats of sun and beach tourism that may interfere with the BE in the municipality.

3. RESULTS

Among the interviewees, 51% (n = 19) were women and 49% (n = 18) were men aged between 27 and 65 years; they all had completed higher education. Regarding professional activity, 27% (n = 10) worked in public management at the state level, 24% (n = 9) in the management of the municipality of Guarapari, 15% (n = 4) in the management of the capital Vitória, 14% (n = 5) in public and/or private initiatives, 11% (n = 4) in the management of Vila Velha and 8% (n = 3) in the management of the municipality of Serra (n = 3; 8%).

Regarding the perception of visual changes on the coast due to the presence of tourists, 97.3% (n=36) of the respondents indicated that in the metropolitan region, such changes are evident because of the following: 1) there is an increase in the flow of people (n=30; 81%); 2) there is an increase in the generation of waste on beaches (n = 18; 49%); 3) there are challenges in infrastructure and traffic management in the municipalities studied (n = 10; 27%); and 4) there is an increase in the frequency and number of events at the seaside (n = 5; 14%). The respondents provided more than one explanation, which explains why the number of responses was greater than the number of respondents.

The main positive influence was income generation (n = 24; 65%), with greater opportunities for jobs, such as tourism agents and workers in the food and beverage sector, as bars and restaurants have expanded. The respondents also described the natural beauty of the coast (n = 10; 27%) as favoring 'tourist attractions' (n = 10; 27%), which attract tourists. Consequently, there is a need to intensify the management of the 'infrastructure' (n = 4; 11%) with the increase in the number of agents available for cleaning beaches and tours in tourist boats and buses.

According to the stakeholders, these positive effects were responsible for boosting the economy of sun and beach tourism in the metropolitan region of ES, especially when analyzed from the perspective of the Blue Economy (Table 1). The main negative effects were environmental impacts (n = 20; 54%) in the four municipalities, which are intensified in the high

season (summer season between December and February). These were followed by overload of the ‘infrastructure’ (n = 10; 27%), ‘governance’ (n = 9; 24%) and ‘social issues’ (n = 5; 14%).

Table 1 – Stakeholders perceptions of the effects of sun and beach tourism in the metropolitan region of the state of Espírito Santo, southeastern Brazil.

Positive Effects	Serra	Vitória	Vila Velha	Guarapari
Income generation (jobs, tourism agent, expansion of bars and restaurants)				
Natural beauty (environmental actions, sand dunes, beaches)				
Tourist attractions (climbing, diving, pottery, cooking, events)				
Infrastructure (boats and tour buses, beach cleaning)				
Negative Effects	Serra	Vitória	Vila Velha	Guarapari
Environmental impacts (environmental degradation and stress, waste generation, noise pollution and pressure on the domestic tailings network)				
Infrastructure (real estate speculation, lack of staff to receive tourists, traffic and lack of structure for vessels)				
Governance (lack of public policies, lack of awareness, individual and political interests)				
Social issues (health, violence and conflicts of interest)				

To promote economic development for sun and beach tourism in the metropolitan region of ES, strengths, weaknesses, opportunities and threats related to the BE are described. The described ‘Strengths’ are 1) natural beauty (n = 32; 58%); 2) culture (culinary; traditional dance (called Congo); making clay pots) (n = 9; 16%); 3) sports (*surfing*, Hawaiian canoeing, *kitesurfing* and sailing) (n = 9; 16%); and 4) fishing (artisanal and recreational) (n = 5; 9%).

While the ‘weaknesses’ are ‘infrastructure’ (n = 16; 40%); ‘management’ (n = 12, 30%); ‘pollution’ (n = 8; 20%); and ‘Inefficient data’ (n = 4, 10%).

The ‘Opportunities’ are ‘investment’ (n = 15; 41%), ‘awareness campaign’ to promote the BE (n = 10; 27%), ‘integration of local communities’ in decision-making (n = 7; 19%), and ‘marine spatial planning (MSP)’ to conserve coastal ecosystems (n = 5; 14%). The ‘Threats’ described were ‘negligence with the environment’ (n = 16; 40%), ‘individual interests’ (n = 12; 30%), ‘inefficient management’ (n = 9; 23%), and the term ‘Blue Economy not accepted’ (n = 3; 8%). The respondents provided more than one explanation, which explains why the number of responses was greater than the number of respondents.

The SWOT analysis reveals that the negative points ‘Weaknesses’ and ‘Threats’ are directly related to the basis of sector management regarding the individual-environment interaction. These points hinder the development of the sector from the perspective of the BE.

On the other hand, the positive points are understood as responses to a BE of sun and beach tourism. By taking advantage of ‘Strengths’ and implementing strategies that take advantage of the ‘Opportunities’, the interactions among the local economy, community and coastal ecosystems can be strengthened (Figure 2).

Figure 2 – SWOT analysis diagram identifying the ‘Strengths’, ‘Weaknesses’, ‘Opportunities’ and ‘Threats’ of sun and beach tourism for the Blue Economy in the metropolitan region of the state of Espírito Santo, southeastern Brazil.

	POSITIVE POINTS	NEGATIVES POINTS
INTERNAL ENVIRONMENT	Strengths ▪ Natural beauty ▪ Culture ▪ Sports ▪ Fishing	Weaknesses ▪ Infrastructure ▪ Management ▪ Pollution ▪ Inefficient data
EXTERNAL ENVIRONMENT	Opportunities ▪ Investment ▪ Awareness campaign ▪ Integration of local communities in decision-making ▪ Marine Spatial Planning (MSP)	Threats ▪ Negligence with the environment ▪ Individual interests ▪ Inefficient management ▪ The term Blue Economy not accepted

4. DISCUSSION

In the early 20th century, the coast of the state of Espírito Santo (ES) in southeastern Brazil was characterized by small fishing villages and agricultural communities where tourism was practically nonexistent. The transformation began in the 1960s when the ES-060 state highway, known as Rodovia do Sol, was built, which allowed better access between the capital Vitória and the south coast of the state, especially to the beaches of the municipality of Guarapari (Ferrari, 1997).

The development of road infrastructure facilitated the arrival of tourists to the region and allowed the expansion of tourist activities along the coast, resulting in the positive and negative effects found in this study.

This dichotomy between positive and negative effects reveals the complexity of tourism development on the southeastern coast of the country. While economic growth is driven by the sun and beach sector, there is a considerable impact on the environment and infrastructure, in addition to dealing with emerging social and governance demands (Chen & Teng, 2016; Unhasuta *et al.*, 2021). In this context, the main perceived reflection of the positive effects of tourism activities in the sun and beach sector in the metropolitan region is directly related to the economy and income generation.

This perception of income generation is related to the ‘forces’ described as ‘natural beauty, culture, sports and fishing’ can be a robust basis for strengthening the sun and beach tourism industry. This occurs even though the follow-up of sun and beach tourism is affected by seasonal economic fluctuations, with periods of high demand during the summer season and a decline during the rest of the year (Niavis & Kallioras, 2021).

On the other hand, even if the number of tourists exceeds the number of locals in the high season, this does not mean that the associated economic benefits are being distributed. An example of this situation is the ‘natural beauty’ of the metropolitan region of ES. According to the interviewees, this characteristic of the region is considered a ‘strength’ because it attracts tourists.

However, this natural attraction can intensify the negative effect of regional infrastructure and suppress the routine and culture of local communities; for example, fishing

communities in the municipality of Vila Velha are excluded from real estate speculation (Musiello-Fernandes *et al.*, 2018; Moreira & Ferreira, 2024).

This scenario triggers gentrification processes with significant implications for the Blue Economy (BE), threatens the social and cultural cohesion of these areas, tends to cause loss of local identity and unleashes the exploitation of natural resources. This situation has occurred in the municipality of Guarapari, where there is conflict between artisanal fishing communities and rampant local tourism (Abreu *et al.* 2021).

This type of mass tourism, known as ‘overtourism’, jeopardizes the ‘Opportunity’ in the BE decision-making process and promotes awareness campaigns (Berselli *et al.*, 2021; Evans *et al.*, 2023). Therefore, the unbridled economic growth related to sun and beach tourism may intensify the ‘threats’ related to conflicts of (individual) interests and the lack of dialog between municipalities, while excluding income possibilities for coastal communities (Hjalager, 2020; Botero *et al.*, 2025).

The disorderly expansion of the sun and beach sector based on individual interests may not consider the capacity of the existing infrastructure, identified as the main ‘Weakness’. A significant influx of tourists at certain times of the year overloads the set of fundamental services (Celata & Romano, 2022).

This situation intensifies environmental neglect, which is one of the ‘Threats’ that needs attention from public management. In this situation, the implementation of public policies based on a BE can overcome barriers to adopting the sustainable economic development model in question.

Thus, public and private financial investments are necessary for the joint development of sun and beach tourism infrastructure and quality of life. Furthermore, sustainable tourism practices should be supported, and various stakeholders should be trained in the BE regardless of their spheres (public management, the private sector, the third sector and traditional communities) (Moran, 2021; Moaddine & Fosse, 2026).

These actions are perceived by the interviewees as strategic ‘opportunities’ for the development of sun and beach tourism together with the BE. Local communities can promote environmental and cultural awareness, ensuring the long-term economic viability of the sector (Phelan *et al.*, 2020; Luekveerawattana *et al.*; 2025).

When stakeholders are involved in structuring marine spatial planning, the chances of success of territorial planning and integrated management increase (Abreu *et al.*, 2017; 2021). This process enables the development of infrastructure, diversifies tourist experiences, attracts tourists and consequently increases the economic growth of sun and beach tourism based on a BE.

Although the interviews were conducted individually with stakeholders, the results of the SWOT analysis indicated that ‘Weaknesses’ and ‘Threats’ are related to negative effects, and ‘Strengths’ and ‘Opportunities’ are related to positive ones. In this study, the aforementioned analysis facilitated the categorization of these effects, which allowed for the maximization of strengths, the mitigation of weaknesses, the exploitation of opportunities and the exhibition of threats.

This information showed the perceptions of stakeholders, which can guide the discussion of strategic management for a sustainable economic development in accordance with a BE for both the coastal ES metropolitan region and other coastal areas of Brazil.

Notably, the recent concept of a BE is a developing perspective that promotes discussions of the municipal and state spheres in sun and beach tourism. Such discussions are related to resistance to change and conflicting interests. The implementation of a BE will require the preparation of proposals and execution of actions based on the BE perspective for sun and beach tourism (Table 2).

Table 2 - Proposals based on the Blue Economy perspective for the management of sun and beach tourism on the coast of the state of Espírito Santo, southeastern Brazil.

Actions	Action related to REFES/Tourism ¹	SDG ²	Actors
Invest in coastal infrastructure, such as beaches, boardwalks, piers for boats, sanitary facilities and accessibility to ensure the comfort of visitors.	A 002 A 010 A 013 A 020	14 - Life on the water 11 - Sustainable Cities and Communities	State and Municipal Government; Tourism Associations; Development agencies; Local Entrepreneurs; Traditional communities; Nongovernmental organizations; Universities and Research Institutions.
Offer training programs for tour operators and traditional communities, encourage sustainable practices and high quality service.	A 190 A 198 A 200 A 205 A 213 A 215	4 - Quality Education 8 - Decent Work and Economic Growth 9 - Industry, Innovation and Infrastructure 11 - Sustainable Cities and Communities 12 - Responsible Consumption and Production	State and Municipal Government; Tourism Associations; Development agencies; Local Entrepreneurs; Traditional communities; Nongovernmental organizations; Universities and teaching and/or research institutions; Media and communicators.
Create incentives for commercial establishments that adopt sustainable practices, such as recycling and reducing the use of plastic.	Not identified in the document	9- Industry, Innovation and Infrastructure 12 - Responsible Consumption and Production 13 - Action Against Global Climate Change 14 - Life in the Water 15- Terrestrial Life	State and Municipal Government; Business associations; Financial institutions; Nongovernmental organizations; Universities and teaching and/or research institutions.
Develop Blue Economy education programs for tour operators, local schools and communities, emphasizing the importance of marine conservation.	Not identified in the document	4 - Quality Education 11 - Sustainable Cities and Communities 12 - Responsible Consumption and Production 13 - Action Against Global Climate Change 14 - Life in Water	State and Municipal Government; Tourism Associations; Traditional communities; Nongovernmental organizations; Universities and teaching and/or research institutions; Media and communicators.
Promote community-based tourism in which local communities are directly involved in the provision of tourist services, creating stronger ties and generating local income.	A 030 A 167	1 - Eradication of Poverty 8 - Decent Work and Economic Growth 11 - Sustainable Cities and Communities 12 - Responsible Consumption and Production 16 - Peace, Justice and Effective Institutions 17 - Partnerships for the Implementation of the Goals	State and Municipal Government; Tourism Associations; Development agencies; Traditional communities; Nongovernmental organizations; Universities and Research Institutions.

Continuation of Table 2

Conduct educational and awareness-raising campaigns to promote the idea of a Blue Economy, showing how coastal conservation and economic growth can be harmonized.	Not identified in the document	4 - Quality Education 11 - Sustainable Cities and Communities 12 - Responsible Consumption and Production 13 - Action Against Global Climate Change 14 - Life in Water	State and Municipal Government; Tourism Sector; Educational Sector; Environmental Agencies; Development Agencies; Traditional communities; Nongovernmental organizations; Universities and Research Institutions; Media and communicators.
--	--------------------------------	--	--

¹ Strategic Route for the Future of Espírito Santo - Tourism 2035.

² Sustainable Development Goal/2030 Agenda.

5. FINAL CONSIDERATIONS

Stakeholder perceptions regarding sun and beach tourism in the coastal metropolitan region of Espírito Santo state, in Southeastern Brazil, reveal that this tourism segment constitutes a complex, multidimensional, and interdisciplinary activity, with dynamics involving economic, environmental, social, cultural, and institutional aspects. The results demonstrate that sun-and-beach tourism is a key driver of regional development, contributing to job and income generation, the strengthening of local commerce, the enhancement of leisure and hospitality services, and increased regional attractiveness for investment. Thus, this segment holds significant potential to boost the Blue Economy, provided its growth is grounded in sustainability principles and integrated management strategies.

However, the identified economic benefits coexist with socio-environmental and sociocultural impacts that cannot be overlooked. Stakeholders highlighted concerns regarding unchecked tourism growth lacking adequate planning. This could compromise both environmental conservation and the quality of life of local populations, potentially even diminishing the tourist destination's long-term appeal.

In this context, it is essential that tourism related public policies be developed in an integrated manner with policies for coastal management, environmental conservation, land use planning, and regional development. Adopting planning instruments capable of balancing economic, environmental, and social interests is indispensable to ensuring that the benefits of tourism are distributed more equitably among the various stakeholders involved, while simultaneously promoting ecosystem conservation and the appreciation of local cultural heritage.

Applying SWOT analysis made it possible to systematically identify the key strengths, weaknesses, opportunities, and threats associated with sun and beach tourism sector in the region studied. This approach proved to be a strategic tool for supporting decision-making processes, enabling the development of actions aimed at leveraging local potential, mitigating existing vulnerabilities, and addressing future risks.

The results also demonstrate that building a sustainable tourism model depends on strengthening coastal governance and fostering cooperation among the various sectors involved,

including public agencies, the private sector, local communities, research institutions, non-governmental organizations, and other civil society representatives. The effective participation of these stakeholders in the planning, implementation, and monitoring of public policies facilitates the development of solutions that are more legitimate, inclusive, and tailored to the region's specific socio-environmental characteristics, while also enhancing institutional capacity to address current and future challenges.

Furthermore, it is worth noting that incorporating Blue Economy principles must go beyond promoting economic growth linked to the use of coastal and marine resources. In this regard, sun and beach tourism sector can serve as a key instrument for fostering sustainable development, provided that responsible management practices, continuous impact monitoring, and mechanisms for social participation are adopted.

However, the sustainability of this sector will depend on the ability of various stakeholders to foster long-term planning based on participatory governance and the integration of economic, environmental, social, and cultural dimensions. It is recommended that future studies assess the cumulative impacts of tourism activities, develop sustainability indicators tailored to the coastal context of the state of Espírito Santo, and investigate mechanisms to strengthen the resilience of tourist destinations in the face of socioeconomic changes. This would contribute to the formulation of more effective public policies and the consolidation of a truly sustainable development model.

ACKNOWLEDGMENTS

We thank the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - CAPES (Code 001); and the Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPQ/PQ (Process: 304179/2022-1).

REFERENCES

ABREU, J.S.; DOMIT, C.; ZAPPES, C. A. Is there dialogue between researchers and traditional community members? The importance of integration between traditional knowledge and scientific knowledge to coastal management. **Ocean & Coast Management**. v. 141, p. 10–19, 2017.

ABREU, J.S.; OLIVEIRA, R.G.; ZAPPES, C.A. Interferência do turismo na pesca artesanal: uma abordagem da oceanografia socioambiental no sudeste do Brasil. **Revista de Geografia**, v. 38, n. 1, p. 330-346, 2021.

ARCHER, B.; COOPER, C.; RUHANEN, L. The positive and negative impacts of tourism. *In: Global tourism*. Routledge. P. 79-102, 2012.

BAÑOS CASTIÑEIRA, C. & BLASCO, V. Overtourism in coastal destinations. Considerations about beach spaces and water demand management. *In: Spanish contribution to 34th IGC. Istanbul 2020 Spanish Committee of the International Geographical Union. Spain, bridge between continents. Centro Nacional de Información Geográfica*. p. 272 – 282, 2020.

BENTAALLAH, M. E. A., BAGHDADI, D., GÜNDOĞDU, S., MEGHARBI, A., TAIBI, N. E., & BÜYÜKDEVECI, F. Assessment of microplastic abundance and impact on recreational beaches along the western Algerian coastline. **Marine pollution bulletin**, v.199, n. 116007, 2024.

BERSELLI, C.; PEREIRA, L.; PEREIRA, T.; & LIMBERGER, P. Overtourism: Residents' Perceived Impacts of Tourism Saturation. **Tourism Analysis**. v. 27, n. 2, p. 161-172, 2022.

BOTERO, C. M., SUMAN, D. O., & MILANES, C. B. The Multiple Challenges Faced by Coastal and Marine Governance. **Water**, v. 17, n. 15, p. 2322. 2025.

BRASIL. Ministério do Turismo. IBGE confirma atividade turística como importante indutora da economia brasileira. Brasília/DF: MTUR, 2023. Accessed on 14 april, 2023.
<https://www.gov.br/turismo/pt-br/assuntos/noticias/ibge-confirma-atividade-turistica-como-importante-indutora-da-economia-brasileira>.

CARTER, N., BRYANT-LUKOSIUS, D., DICENSO, A., BLYTHE, J., & NEVILLE, A. J. The use of triangulation in qualitative research. **Oncology nursing forum**, v. 41, n. 5, p. 545–547, 2014.

CARVACHE-FRANCO, M., CARVACHE-FRANCO, W., CARVACHE-FRANCO, O., & SOLIS-RADILLA, M. Tourism Market Segmentation Applied to Coastal and Marine Destinations: A Study from Acapulco, Mexico. **Sustainability**. v. 13, n. 24, p. 13903, 2021.

CELATA, F. & ROMANO, A. Overtourism and online short-term rental platforms in Italian cities. **Journal of Sustainable Tourism**, v. 30, n. 5, p. 1020–1039, 2022.

CHEN, CHUNG-LING & TENG, NING. Management priorities and carrying capacity at a high-use beach from tourists? perspectives: A way towards sustainable beach tourism. **Marine Policy**. v. 74, p. 213-219, 2016.

CLIFFORD, J. 1998. **Sobre a autoridade etnográfica**. In: Gonçalves, J.R.S. A experiência etnográfica: antropologia e literatura do século XX. Rio de Janeiro: Editora UFRJ.

COSTA, W. F., & FONSECA, M. A. P. Leisure, tourism, real estate speculation and territorial conflict between São Miguel do Gostoso and Touros (RN). **Revista Brasileira De Pesquisa Em Turismo**, v. 13, n. 3, p. 92–104, 2019.

DEMA, TASHI, & GYELTSHEN, K. Community Based Sustainable Tourism and Its Impact on Socio-Economic Development of Phobjikha Valley. **Asian Journal of Education and Social Studies**. v. 46, n. 4, p. 12-44, 2023.

EVANS, L. S.; BUCHAN, P. M.; FORTNAM, M.; HONIG, M.; & HEAPS, L. Putting coastal communities at the center of a sustainable blue economy: A review of risks, opportunities, and strategies. **Frontiers in Political Science**. v. 4, n. 1032204, 2023.

FEMENÍAS ROSSELLÓ, L. B. The role of beach attributes in sun-and-beach destination choice: an application to Spanish domestic tourism. Master's Thesis. Universitat de les Illes Balears. UIBrepositori. 2019. Accessed on 18 May 2023,
<https://dspace.uib.es/xmlui/handle/11201/154676?show=full>

FERRARI, A. O Turismo E a Rodovia Do Sol. A Gazeta, Vitória-ES. p.5, c.3-6, 1997. Accessed on 26 May 2023
http://biblioteca.ijsn.es.gov.br/ConteudoDigital/20160801_aj14687_rodoviadosol.pdf

GARCÉS-ORDÓÑEZ, O., ESPINOSA DÍAZ, L. F., PEREIRA CARDOSO, R., & COSTA MUNIZ, M. The impact of tourism on marine litter pollution on Santa Marta beaches, Colombian Caribbean. **Marine pollution bulletin**, v. 160, n. 111558, 2020.

GARCIA, O. & CATER, C. Life below water; challenges for tourism partnerships in achieving ocean literacy, **Journal of Sustainable Tourism**, v. 30, n. 10, p. 2428-2447, 2022.

HAZANAL, K. Impacts of Tourism Activities on Environment and Sustainability of Pattaya Beach in Thailand. **Journal of Environmental Management and Tourism**. v. 8, n. 8, p. 1469, 2017.

HAZRA, S. & BHUKTA, A. **The blue economy : an Asian perspective**, editors Springer Nature. 338 p. 2022.

HJALAGER, A-M. Land-use conflicts in coastal tourism and the quest for governance innovations. **Land Use Policy**. v. 94, n. 104566, 2020.

HULU, M., M. LEMY, D., PRAMEZWARY, A., JULIANA, J., & TIMBA, J. Batam City Coastal Tourism Management: Economic Opportunities for SMEs in Tourism. **Global Conference on Business and Social Sciences Proceeding**. v. 14, n. 2, p. 1-1, 2022.

IBGE. ECONOMIA DO TURISMO. Tabela 1 - Valor da produção a preços constantes, do ano anterior, e correntes do total da economia e das Atividades Características do Turismo, segundo as atividades - Brasil - 2004-2009. Accessed on 7 April, 2022.
<https://www.gov.br/turismo/pt-br/acesso-a-informacao/acoes-e-programas/observatorio/repositorio/economia-do->

[turismo/Estudo_Economia_do_Turismo_Uma_Perspectiva_Macroeconomica_2003_2009.pdf](#)

IJSN – Instituto Jones dos Santos Neves. Boletim Economia do Turismo – 3º trimestre de 2019. Accessed on 10 september, 2022.

https://ijsn.es.gov.br/Media/IJSN/PublicacoesAnexos/boletins/BOLETIM-ECONOMIA-DO-TURISMO_3oTRIM2019.pdf

IJSN – Instituto Jones dos Santos Neves. Boletim Economia do Turismo – 3º trimestre de 2021. Accessed on 10 september, 2022.

https://ijsn.es.gov.br/Media/IJSN/PublicacoesAnexos/boletins/Boletim_Turismo_3T2021.pdf

JURDANA, D.; SOLDIĆ FRLETA, D. Offseason Tourist Expenditure in the Sun and Sea Destination. Conference: 9th International Conference on Business Administration (ICBA '15): Advances in Business and Economic Development, Dubai, **Business and Economics Series**, N. 18, WSEAS Press, p. 193 – 200, 2015.

LAZAROW, N.; RAYBOULD, M.; ANNING, D. **Beach, Sun and Surf Tourism**. In: C. Tisdell (Ed.), *Handbook of Tourism Economics - Analysis, New Applications and Case Studies*. World Scientific, v. 17, p. 361-389, 2013.

LUEKVEERAWATTANA, R.; TAYLOR, K.; POPRATEEP, P. The influence of economic impact, cultural engagement, and community involvement on tourism sustainability: the role of tourist perception and environmental awareness. **Cogent Social Sciences**, v. 11, n. 1, 2025.

MALINOWSKI, B. 1978. Os Argonautas do Pacífico Ocidental: Um Relato do Empreendimento e da Aventura dos nativos nos arquipélagos da Nova Guiné Melanésia. 2 ed. São Paulo: Abril Cultural.

MANEA, G-C.; COZEA, A. Regional economic development supported by sustainable tourism. **Dutch Journal of Finance and Management**. v. 5, n. 1, p. 21885, 2023.

MILANO, C.; NOVELLI, M.; RUSSO, A. P. Anti-tourism activism and the inconvenient truths about mass tourism, touristification and overtourism. **Tourism Geographies**, v. 26, n. 8, p. 1313–1337. 2024.

MOADDINE, H.J., FOSSE, J. Shaping a Sustainable Blue Economy for Inclusive and Resilient Coastal Futures. In: Lange Salvia, A., Eustachio, J., Dinis, M.A.P. (eds) **Handbook of Sustainable Blue Economy**. Springer Nature, p. 1-38, 2025.

MORAN, S.B. Workforce development and leadership training for the new blue economy. In: L. Hoteling and R. Spinrad, eds. **Preparing the Workforce for the New Blue Economy: People, Products and Policies**. Elsevier, p. 407–416, 2021.

MOREIRA, M. M.; FERREIRA, G. A. C. Transformações e representações dos territórios das comunidades tradicionais: o caso da comunidade de pesca artesanal da Prainha, Vila Velha-ES, Brasil. **Observatório de la Economía Latinoamericana**, v. 22, n. 3, p. e3819, 2024.

MUSIELLO-FERNANDES, J. VIEIRA, F. V.; FLORES, R. M.; CABRAL, L.; ZAPPES, C. A. Pesca artesanal e as interferências sobre a atividade na mesorregião central do Espírito Santo. **Boletim do Museu de Biologia Mello Leitão**. p. 1-21, 2018.

NIAVIS, S.; KALLIORAS, D. The Efficiency of Tourism Sector in EU Mediterranean Coastal Regions: The Effects of Seasonality and Spatiality of Demand. **Region**, v. 8, n. 1, p. 135-152, 2021.

ONU. Organização das Nações Unidas. **Transformando Nosso Mundo: A Agenda 2030 para o Desenvolvimento Sustentável**. 2015. Accessed on 25 may, 2023.
https://www.mds.gov.br/webarquivos/publicacao/Brasil_Amigo_Pesso_Idosa/Agenda2030.pdf

PHELAN, A.; RUHANEN, L.; MAIR, J. Ecosystem services approach for community-based ecotourism: towards an equitable and sustainable blue economy. **Journal of Sustainable Tourism**. v. 28, n. 10, p. 1665-1685, 2020.

PRAMONO, R.; JULIANA, J.; HULU, M.; DJAKASAPUTRA, A.; JIE, F. Overtourism in Bali and Lombok: A Governance and Community Perspective on Challenges and Strategies for Sustainable Development. **Societies**, v. 16, n. 2, p. 65, 2026.

RIBEIRO, H.; FREITAS, R.; RODRIGUES, C.; BEZERRA, F.; MARÇAL, C.; ANAISSE, C. Water Quality and Environmental Challenges: A Study at Chapéu Virado and Farol Beaches, Mosqueiro Island, Pará-Belém. **Revista de Gestão Social e Ambiental**. v. 18, n. 3, p. e04436, 2023.

RIDWAN, H.; SARPIN. Integrated Communication Model to Develop Tourism in Coastal Areas of Southeast Sulawesi. **International Journal of Integrative Sciences**. v. 2, n. 4, p. 417-432, 2023.

SAHU, R. P. K.; DOPPALAPUDI, R. Blue Economy: Framework for Integrating Economic Growth with Marine Ecosystem. **International Journal of Marine Engineering Innovation and Research**, v. 10, n. 1, p. 165–174, 2025.

SARD, M., TUGORES, M. & VALLE, E. The impact of housing prices on inflation in tourist-Driven economies. **Review of Regional Research**, 2025.

SCHENSUL, S.L.; SCHENSUL, J.J.; LECOMPTE, M.D. **Essential Ethnographic Methods: Observations, Interviews and Questionnaires**, 2ed. Altamira Press, Walnut Creek, 1999.

SENAI – DR/ES. (2023). **Rota estratégica para o futuro do Espírito Santo: Economia Criativa 2035 – Vitória**.:104 p. Accessed on 24 november, 2023.
https://observatoriofindes.com.br/wp-content/uploads/2024/10/rota_turismo_2035.pdf

SETUR-ES - Secretaria de Turismo do Espírito Santo. 2023. **Pesquisa de Identificação do Perfil dos Turistas na Temporada de Verão – 2023**. Accessed on 21 march, 2023.

SETUR-ES - Secretaria de Turismo do Espírito Santo. Release: O Espírito Santo é nossa praia. 2016. Accessed on 2 Ago, 2023.

<https://setur.es.gov.br/Media/setur/Setur/Releases/Release%20Sol%20e%20Praia.pdf>

SETUR-ES - Secretaria de Turismo do Espírito Santo. Revista Descubra o Espírito Santo. 2020. Accessed on 2 Ago, 2023. <https://descubraoespiritosanto.es.gov.br/e-books>

SOTERIOU, E. & COCCOSSIS, H. Integrating Sustainability into the Strategic Planning of National Tourism Organizations. **Journal of Travel Research**. v. 49, n. 2, p. 191-205, 2010.

SRINIVASAN, M.; KAULLYSING, D.; BHAGOOI, R.; & PRATT, STEPHEN. Marine Tourism and the Blue Economy: Perspectives from the Mascarene and Pacific Islands. *In: Blue Economy*, p. 153-189, 2022.

TALJAARD, S., & ADAMS, J. Coastal management – working towards the UN’s Decade of Ocean Science for Sustainable Development (2021–2030). **South African Journal of Science**, v. 117, n. 9/10, 2021.

UNHASUTA, S., SASAKI, N., & KIM, S. M. Impacts of Tourism Development on Coastal Communities in Cha-am Beach, the Gulf of Thailand, through Analysis of Local Perceptions. **Sustainability**, v. 13, n. 8, p. 4423. 2021.

VIVIANA, V. & VICTOR, V. SWOT Analysis as a Determinant of Marketing Strategy Case. **Almana: Jurnal Manajemen dan Bisnis**. v. 6, n. 1, p. 87-94, 2022.

IAMKOVAYA, M.; ARCILA GARRIDO, M.; MARTINS, F.; IZQUIERDO, A.; & VALLEJO, I. Analysis and comparison of tourism competitiveness in Spanish coastal areas. **Investigaciones Regionales - Journal of Regional Research**. v. 47, p. 161-178, 2020.

YEASMIN, S.; RAHMAN, K.F. ‘Triangulation’ Research Method as the Tool of Social Science Research. **BUP Journal**, v. 1, n. 1, p. 154-163, 2012.