

# Urban Transformations in Santos City, SP, Brazil: Tourism as an Alternative to Promote Well-Being

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The vocation of the city of Santos, located in the state of São Paulo, Brazil, is presented in this paper. Its vocation passed through port, commercial, and finally Santos developed the industrial and summer vocation. The method used consists of a description of the site studied through participatory observation of the landscape using iconographic material. Moreover, the analytic-regressive method was utilized to analyze the reality of the place studied with past facts in order to reconstruct the current facts. Finally, the genetic-historical methodology studied the modifications of the present structure over time and returns to the current time to analyze the modifications. Reports of the history, the economy, the formation of the port, and the city, through bibliographical and iconographic data, gave support to this study. At the end, the theme of tourism in urban space is treated as one of the solutions for the revitalization of the center of Santos. This brings benefits to the resident and the visitor who can see the history of Santos in the buildings and streets, returning life to the center, improving the security and making possible the occupation of these areas.

*Keywords:* well-being, tourism in urban space, intelligent cities, history of Santos

## **The Formation of the Port of Santos of Brazil Colony at the Beginning of the Empire (1500-1870)—Port Vocation**

Pedro Álvares Cabral and his crew sought to explore new lands, and on April 22, 1500, anchoring in Porto Seguro, Brazil, they came across a land rich in wood. Around 1510, the expedition of Américo Vespúcio and André Gonçalves arrived to the southern part of the earth, where today it is the city of Cananéia in the State of São Paulo. In 1534, the Portuguese part of Brazil was divided into Capitánias Hereditárias, a secular geopolitical strategy of the Portuguese state. What today divides in Santos and São Vicente was Captainship of São Vicente that was given to Martim Afonso. This determines that Brás Cubas would be the captain of the town of the Enguaguaçu, today Santos.

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Rua XV de Novembro, as it is called today, was named Rua Direita in 1765, which, in the Portuguese city streets, used to link the main point of the village to the entrance door of the same village, usually on the opposite side, thus crossing everything in the village. The main administrative, religious, military, and private buildings are located in this village. Thus, it happens in Santos: the street begins in Quarters, Santos neighborhood where was the Mother Church and ends in Valongo, another neighborhood where the Santo Antônio Convent was located.

Initially, the street was structured as a space for the rituals of faith, in which houses, such as the Casa das Beatas, were aligned along the course that for centuries served as the driving force for the processions that departed from the Church Matriz and went to the Convent of Santo Antônio.

The port-city relation in this colonial period, the beginning of the Empire until the more intense commercialization of coffee, was practically domestic. Each had its own mill and had free access to the marketing of its surplus or its production. There was no barrier between the port and the city, in fact, one did not know where the port began and where the city ended.

### **The Formation of the Port of Santos From the Empire to the Old Republic (1870-1930)—Commercial Vocation**

From the mid-1850s, there is a clear leadership of the coffee on the sugar in the Santos export. There is, then the decline of the sugarcane plantation, and consequently, the decrease of the export of sugar by Santos to the point that, in the 1860s, it disappeared, yielding to cotton plantation. It is the various cultures that make the port of Santos a commercial port. In 1859, engineer Mackenson Fox began the construction of the first railroad named the São Paulo Railway, now known as the Santos-Jundiaí railroad. With its inauguration, it was opened in the province of São Paulo, a new era for the Port of Santos. This fact was highly relevant for the expansion of coffee plantations in São Paulo. Up to that point, the transport of goods to the interior had taken place through mule troops, making the city, at first, grow in a plateau sense, which was where the men were carrying goods on the mules. Furthermore, the railroad passed to the Rede Ferroviária Federal, Sociedade Anônima (RFFSA); and then the sections were divided between the companies MRS Logística and Companhia Paulista de Trens Metropolitanos (CPTM).

From the mid-19th century, coffee became the most important commodity in the movement of the port, and the most valuable. The railroad, the growing demand for coffee in Europe and in the United States of America, the facilities in the expansion of coffee plantations in the territory of São Paulo, and new land being cleared made Santos the most important port in the country.

Most of the coffee production used slave labor, which was gradually replaced by the immigrant's labor force. At one time, improvements were planned for the port, railways were built, and industries were assembled.

In 1870, the "railroad" (railways installed to facilitate the transport of the cargo from the interior to the coast and its flow through the port) was working and the ships were already steamed. However, the port of Santos worked precariously. There were some improvements, but the loading and unloading were still done by means of mills and laborious construction, and often broken up by the tides, which interrupted the growth, both for Santos and of the entire Province of São Paulo.

During that period, it could be seen a large number of consulates in Santos, due to the increase in sugar exports, and mainly, the presence of coffee. However, a planned port was not developed.

In spite of all the difficulties, in 1892, the first 260 meters of quays were inaugurated with the dock of the English ship *Nasmith*, of the British Ship-owner *Lamport & Holt*, on February 2, 1892. The port had a railway line and warehouses, and the modest anchorage became the first organized port of Brazil. In the following year, the remaining 846 meters of quays contracted initially were built, and in that same year, the tracks of the *Cia Docas de Santos* are connected to those of *São Paulo Railway*.

The construction of the port had great interference in the construction of the modern landscapes of Santos. In fact, it was only when the first five kilometers of wharves were built that the city of Santos was able to get rid of its colonial clothes and become an urban organism ready to be added to the port function, several others that were being created, to the measure that sanitary and urban planning (*Plan Saturnino de Brito* in 1908) gave him conditions. This urban-sanitary planning immediately resulted in the solidification of Santos Commercial Square, particularly in relation to the high coffee trade, while urban sprawl was able to take place in areas that were formerly swampy and unhealthy. Concurrently, Santos' relations with the capital were narrowed until part of the city became a summer resort for hundreds of thousands of Paulistanos and even visitors from their own region.

The engineer *Saturnino de Brito*, besides addressing the specific issues and pertinent to his function, also elaborates several laws and indications of how the city and its inhabitants must behave in the face of diseases and epidemics, and it is evident that these norms end up influencing the way of life of the inhabitants of the city. In addition, the sanitation project was completed, the diseases and epidemics were eliminated, and the inhabitants of Santos were subject to any law that, in the opinion of the municipality, contributed to alleviating the evils that affected the city and endangered the health or the life of its inhabitants.

This plan reflects the moment in which coffee was at its peak, and new crops, such as cotton were produced. The cotton helped in the implantation of the textile industry that changed the urban landscape, that is, the clothes that the city presented itself. Modern ideas began to emerge; renewing is the motto, fruit of the need to make the city "habitable", since epidemics occurred and many people died. Until then, the function of the city was to be only a regional port. With the sugar and then much more with the coffee, the function of the city changes and passes the commercial. The city becomes a business, and therefore, planning and sanitizing it would mean embellishing it. Public authorities took advantage of the idea of cleaning the city and decided to "clean" people and used that concept to remove people from tenements or residences they considered "dirty" and put them out of the area of interest of coffee investors. These people were literally driven from their homes and there were no plans to them in the city.

The city grew in 1913 and there was real estate speculation; sanitary interventions, carried out through the urban plan of *Saturnino de Brito*, provoked the eradication of tenements, remodeling of buildings, installation of sewers and bathrooms, construction of gardens, that is, a improvement in the city and its sanitation. The automobile and the cinema appeared and nightlife began with spectacles, which used to happen only in public spaces; sporadically the number of people interested in living in Santos increased, and consequently, the economy rose.

The two avenues that cut the city from the canals to the waterfront, *Ana Costa* and *Conselheiro Nêbias*, were opened and equipped with public lighting, directing the route of the sewage collection networks, in addition to approaching the central part of the city and its beaches, which became gradually leisure alternatives.

Since the beginning of the 20th century, the municipality of Santos occupied a limited territorial extension on the Island of *São Vicente*. In that period, the city was formed by a great green plain which covered the area

of the beach of José Menino to Ponta da Praia. The city had no buildings, only two buildings on the corner of Washington Luiz Avenue. The districts of Marapé, Campo Grande, Jabaquara, Macuco, Embaré, and Ponta da Praia were almost totally empty. The seashore was full of mansions, boasting the richness of coffee and port commerce.

Between 1920 and 1930, the city had not yet urbanized more than 60% of its area, so the issues related to the public supply of water for human consumption and for productive activities were not felt more intensely, contrary to what would occur decades later. The regions of the present-day neighborhoods of Boqueirão, Embaré, Aparecida, and Ponta da Praia were practically deserted except for the former Jockey Club Santista racetrack near Ponta da Praia, which had the first races on June 27, 1919. This type of building showed the public that lived or frequented Santos: a population of high purchasing power connected to coffee.

The 1920s was characterized by an economic euphoria due to high coffee prices, motivating exchange reserves for imported products and causing a significant increase in importation. With 200,000 square meters of warehouses and storage yards, more than double the existing structure in 1910, the port had a large hinterland (a region influenced by the port), which covered the area of the interior of the Paulista Plateau, Minas Gerais, Triângulo Mineiro, Southern Goiás, Mato Grosso, and Norte Velho do Paraná. In 1928, the load movement was 3,183,809 tons.

The balance of the trade balance would not change as the world entered into the Great Depression of 1929. At the port, the only representative work during this period was the construction on the Barnabé Island of a wharf for the movement of flammable and combustible fuels and subsequent installation of large storage tanks, isolating the city from the danger of a possible fire. The Barnabé Island terminal provided an ever-increasing movement of petroleum products during the 1930s, guaranteeing the port's financial balance even when the coffee sector, which was responsible for 90% of the movement, entered the great crisis generated by overproduction.

The fall of the New York Stock Exchange, followed by the overproduction phase of coffee and difficulties from the Second War, led many farmers to disbelieve in the future of coffee. Many of them sold their property, others gave creditors, and those that they could still hold in their hands transformed them into pastures, or into varied crops, among which cotton became larger, because of the textile industry that was beginning to grow. In the beginning of 1944, at the end of the second world conflict, when coffee stocks had ended in the world, new areas of coffee would appear in the extreme west of São Paulo, north of Paraná, in the northwest of Espírito Santo, and in the eastern part of Minas Gerais. Millions of coffee trees were planted extensively, added to the aggravating of the increasing distances to the export ports and the problem of the labor force always expensive and difficult, besides the type of coffee poor care and always inferior to the market of consumption, marked the end of its expansionist history.

### **Buildings of Rua XV de Novembro**

The creation of the Official Coffee Exchange began in 1914, through a law approved by the Legislative Congress of São Paulo, whose functions were aimed at greater control of the coffee trade in the State. The operation was authorized by *State Decree Number 2797* of April 28, 1917. It was initially installed in a rented hall in the center of the city, on the ground floor of the building located at the corner of XV de Novembro Street and Santo Antônio Street Trade. The headquarter was inaugurated in 1922, and it was aimed at centralizing, organizing, and controlling the operations of the coffee market, at the time the main source of

wealth of the country. The Official Coffee Exchange in Santos was typical of the eclecticism that characterized the most important works of the period.

The Official Santos Coffee Exchange experienced its golden age in the 1920s before the Great Depression of the World reached the coffee export business, leading to decisions, such as the burning of the product in large mounds in 1931, time of the peak of the coffee business via the port of Santos, the images of the building and its surroundings, at the meeting of XV de Novembro and Frei Gaspar streets (formerly known as the Four Cantos).

On the streets of 25 of March (named nowadays as XV of November), 24 of May (today Tuiuti), and São Bento and Santo Antonio (today of the Commerce), several houses were seen with the masts of masonry of the doors of the warehouses in the ground floor. In general, all the streets bordered old-fashioned houses. Valongo to Paquetá served as city's garbage-deposit beaches, where for a long time he lay between the lamarão and the sand, until the green rolls of the preamar dragged him to the canal. In the port, the ships next to each other, unfurling flags of all nations, often stayed days on end in the task of loading and unloading. In this period, the hygienizing action was initiated and for that purpose legislation was created to homogenize the houses with the purpose of ordering, sanitizing, and beautifying the port.

### **Formation of the Port of Santos From the Developmental Republic to the Neo-liberal Republic (1930-2006)—Industrial and Summer Vocation**

With the fall of coffee and the encouragement of industry in 1930, the oil industry occupied the Island Barnabé, thus, starting an occupation of the left bank, previously unoccupied by this type of use (industrial and port). It began to be realized that there was a need to expand the port beyond the right bank. In 1932, there was a small movement of the port, as a consequence of the military blockade for more than three months to which the port was submitted during the Constitutionalist Revolution of São Paulo. In 1939, the Second World War took place, which resulted in another great stop in economic growth. As a result, between 1942 and 1943, the movement of goods in the port fell by half of what it was in 1938 and 1939. In 1944, there were still the same 4,720 meters of wharf as in 1938. After the end of Second Great War, the rate of movement of the port rose again, but coffee began to lose its hegemony as the main export product of the port.

In 1945, after World War II, the port of Santos had the same wharf that, added to that of Barnabé Island, totaled 5,214 meters. It did not grow in length of quays, but it improved the infrastructure and extended the tracks of quays. The port had bulk silos, conveyor belts, six fixed forklifts, 128 cranes, liquid fuel tanks, and six vessels with a capacity of 2,000 bags/hour, as well as tugboats, dredgers, ferries, boats, tractors, wagons, and locomotives, according to the archives of Companhia Docas do Estado de São Paulo (CODESP, 2018).

The end of the 1940s and early 1950s was marked by the automobile industry on the plateau and via Anchieta causing a new phase of evolution of Santos: tourism, real estate outbreak, and inflation. Santos, in the 1950s, was the golden gate of Brazil and the seaside resort of thousands of vacationers. On the lesser-traveled weekends, no less than 20,000 to 30,000 people enjoyed the beach waves of this majestic city, which has its beaches built according to modernist principles in its gardens, pergolas, and in buildings.

At the end of the 1940s, Prestes Maia, a civil engineer and architect, specialized in the areas of legislation, transportation, road system, paving, and structures, at the moment governor of the State of São Paulo, was concerned with the regional scale, urban development to improve traffic in general in order to connect Santos with its region, thus, generating urban plans reflecting this concern. Although these studies were only on paper,

they influenced the plans elaborated by the city council in the following years. As an example, the idea of constructing a perimeter road in the port is a subject still discussed. This plan is considered by many the first development plan of the Port of Santos.

The 1990s was marked by major changes in the Santos port complex. The changes were physical and mentality. There was a massive injection of funds through the Additional to Port Tariff (ATP), the National Bank for Economic and Social Development (BNDES), Japanese investments called the Nakasone Fund, and investments of CODESP itself. This fact brought to the port works of comfortable expansion Terminal of Containers, the construction of the dock Valongo-Paquetá and works in the Fertilizer Terminal.

In 1992, *The Modernization of Ports Act* by Law 8.630/93 (Lei 8.630 de 25 de Fevereiro, 1993) was written, which was sanctioned and entered into force on February 26, 1993, opening the way for working opportunities. Because of Law 8.630, the Leases and Partnerships Program at the Port of Santos (PROAPS) was created, which aimed at leasing the areas and promoting a preliminary planning regarding the vocation of each area and its affinity with the cargoes to be moved. However, this transition was not peaceful; there was resistance on the part of businessmen and employees of the port, so much so that, in 1998, the system recommended by the Law 8.630 had not been completely implanted. The law provided for the transfer of port services to the private sector, and the land of the port belongs to the Union and cannot be alienated, as stipulated in the *Constitution*. It should be noted that this law was subsequently replaced by Law 12.815 of 2013 (Lei 12.815 de 5 de Junho, 2013).

The majority of the operational workforce of the port administrator, CODESP, went from being employed by a mixed-economy company to that of single workers, registered with the Porto Port Labor Port Authority of Santos (OGMO/Santos), in the same way that the single workers were registered in that same organ. The OGMO has a collegial leadership among workers, entrepreneurs, and government, and was created under the Law 8.630 to provide labor supply for port activities, following guidelines established by the negotiations between the employers and labor unions, especially the agreements collective agreements signed between the parties.

In 1998, a new master plan was drawn up, which prioritizes actions in tourism, port, and commerce and services, which will be in line with the zoning and development of the port and Alegria Centro. In this new zoning, XV de Novembro is part of the central zone I, and this zone is the one that adds a greater number of commercial establishments and service providers, and the collection of goods of cultural interest, object of urban revitalization program which is intended to encourage the protection of cultural heritage, the transfer of non-compliant uses, and the installation of residential use. In addition, XV de Novembro Street is part of one of the Development and Urban Renewal Corridors, which are public or private areas where it is intended to encourage greater densification through operations involving the exchange of the constructive potential and additional onerous of the utilization coefficient of use.

Due to the creation of the *Law of Modernization of Ports*, Law 8.630, the Development and Zoning Plan (PDZ, 2006) of the Port of Santos was prepared by CODESP's Commercial and Development Board team. In 1997, the provisional PDZ was made, which forced CODESP to develop a new plan. In February 2000, CODESP presented, for consideration, the new PDZ to the Council of the Port Authority (CPA), which is the body defined by Law 8.630 that must approve the plan. The zoning of the port because of the lease was practically done, so the plan aimed at much more the development of the Port of Santos. For this to be approved, public hearings were held involving organs of interest in the port and community, and today, with the ready

plan, they only need to develop mechanisms that allow monitoring of the implementation of the PDZ and its periodic review.

The Port of Santos has easy access, although many are truncated, in poor conservation and with little supervision. There is the railroad system, road, channel of maritime access, waterway through the Tietê-Paraná Waterway, and the pipeline system that transports petrochemical products.

All port infrastructures, including transport, must follow the evolution proposed by the port, modernizing itself so that the transshipment of the goods is done not only quickly and efficiently, but above all with respect to the environment. For this, since 1999, CODESP has an oversight of quality, environment, and standardization. An undisputed landmark of this position and respect for the current environmental standards was Maintenance Dredging, started in 2005, which, for the first time in the country's history, has the appropriate environmental licensing, which reflects the culture and environmental awareness of the Port of Santos.

In the PDZ, guidelines were established to be met in the short-term (two years), medium-term (five years), and long-term (10 years). In the short-term, it involves the detailed diagnosis of the environmental, health, property, and social realities in the port areas and of its direct influence, preparation of plans management, or improvement of these realities accompanied by schedules in which the main steps and compliance to the environmental legislation.

In the medium-term, the plans mentioned above will be implemented and operationalized. In the long-term, the guidelines will be realized that are not considered indispensable to the good progress of the port activity, but add environmental quality and social improvements.

The PDZ of the Port of Santos intends to develop at the borders between port and city spaces of integration, that is, to integrate in the projects mechanisms of minimization of the impacts to the nearest environment. It also aims at broadening social participation in decision-making of port development and strengthens ties among the port, city hall, and community through appropriate forums when in the PDZ update period. In this way, it can be seen that a plan is made with the participation of all those involved with the port and especially the community. This fact improves the quality of work in the port and of life of its workers and residents of the surroundings who hope not to suffer more with the movement of cargo of the port.

The main proposal of the PDZ is the creation of the perimeter avenue that is a road corridor circulating the port in order to minimize the logistics problems of the port. In addition to the Perimetral avenue, there is a proposal for the creation of parking lots for trucks, a management of the road flow, permanent maintenance dredging policy, improvement of railways, increased capacity of the railroad on the left bank, expropriation of railroad and favelas, favelas and invasions, and railroad maneuvers in Alamoia where it is now a garbage dump, construction of two more cots for liquids in Alamoia and Paquetá, restructuring of water supply and sewage systems, use of natural gas as a source of energy for expansion projects, revision of the tariff structure, as well as the creation of the tourist terminal and revitalization of the warehouses I to IV, which are those that are in the direction of the old center, consequently of the street XV and meet the master plan and Alegra Centro, a project that will be discussed later.

Port revitalization is already known in many countries, they renew their port areas considered obsolete, with the objective of revitalizing or modernizing it. A revitalization project should have the beauty and historic value of the site as an opportunity, considering also environmental recovery, the region's venture and technological knowledge, and it should enable alliances and agreements to generate opportunities for

port-urban use, recovery of the region's commercial activity, reconversion of the area, strengthening of the port-city relationship, creation of tourist centers and areas of social development, contributing to the preservation of historical memory, rehabilitation, and economic valorization, and inclusion of Santos in national tourist routes. The municipal government of Santos has already started a project for the recovery and recycling of buildings monuments and equipment in the region under consideration, and the port revitalization project is in harmony with the municipality's project. The Port of Santos moved in 2017 about 200 million tons of diverse loads (CODESP, 2017), number unimaginable in 1892, when it operated 125,000 tons. With 12 km of berth between the two banks of the estuary of Santos, the port entered a new phase and exploration, as a consequence of Law 8.630/93, privatization of services and attempt to preserve heritage.

### **Tourism in Smart Urban Space and Sustainable**

Cities are products of tourism and according to Jacques Wainberg who wrote a text in Castrogiovanni's (2001) *Urban Tourism*, the urban environment highlights the fact that the city should be seen with a scripture, a speech to be interpreted by the passerby; it is an enigma to be uncovered by exploitation. The perception is stimulated by the strangeness caused by its architecture, roads, boundaries, neighborhoods, nodal points, landmarks, avenues, cafes, and bars. It is a living work and its mobile actors are its inhabitants. There are colors and odors, habits and customs, and history and memory. Every detail is relevant in the whole composition.

Every city offers to visitors an experience in relation to their environment. And every city wants to sell the experience of the interaction of the visitor with its specific originality. The past makes the place more than a space, it is an experience with the past, with history, but it must be measured, calculated, and planned, so tourism is an experience under control first and foremost with cultural flavor. The excitement that emerges from the first glance is this landscaped layout of the city. The phenomenon of tourism, being relatively frantic and controlled in time, is in essence, strongly visual. The tourist seeks, therefore, the elements of the landscape, the spaces built, and the movement of life.

Tourist towns have the power of magnetization which spreads in increasingly distant concentric circles. In addition, this power increases as the city is made up of varied elements in micro-scale that provoke the senses of the passerby becoming pilgrimage destinations. If the identity of the city is well-constituted, it is perceived unambiguously; these spaces serve both the resident and the tourist. In this way, tourism is a cultural phenomenon, crossing borders, reaching the senses, and interposing a walk to excitement.

The city is alive, has its own identity, and presents dynamism of relations that change to the rhythm of different circumstances. Therefore, urban renewal is always possible, said Castrogiovani (2001). The city must be seen as a cultural asset, in which cultural functions that meet the quality of life of its inhabitants must be valued.

According to Boullón (2002), when studying the difficulties of a man in deciphering the natural landscape, it was seen in the eyes of the observer as a very broad scene, which, due to its complexity and variety of elements, presents difficulties to be captured in their details. When the urban landscape is studied, the case is reversed, because it is easier to recognize a city through a building than for the ensemble images that do not include it.

The city tourists want the streets, squares and buildings, not the representation on a paper, which serves only as a reference to know which street is your hotel and the approximate distances that separate them from the most important places. The urban reality, interpreted as a spatial fact, reaches three dimensions and reaches the fourth through the eyes of an observer who transforms the urban landscape while circulating through it.



The perception of a city is neither total nor instantaneous, but is realized in the course of time, by the sum of the partial images that the physical space transmits and that the man registers in successive experiences; moreover, it is by means of this series of formal elements that man can identify and retain in his memory, thus the image of the urban landscape is constructed. For the inhabitant of a city, this construction is essential, because with it he recognizes the places in which he travels and is oriented.

The capture of the focal points of a tourist center leads to the formation of an equivalent number of strong images that, when correlated in the visitors' minds, allow a synthesis of this urban space. By relating focal points without taking into account the entire network of streets and thousands of unimportant buildings, a new image of the city is obtained based on its focal organization.

According to Boullón (2002), when traveling through a city, tourists travel using bridges that attract their interest and motivate their obligatory presence, pointing that we will call gravitational areas, and which are classified into four types: terminal stations of transport systems, areas of concentration of tourism and other urban services; urban tourist attractions; and exits to the roads that lead to tourist attractions.

Cities need to be worked on so that they can reach the world market, in the tourist, economic, and social sense. Cities are transformed, with urban renewal and thereby connected to the circuits of a new world order, urban policies operate and validate the commodification of social life and its spaces. According to Bienenstein (2001, as cited in Sánchez, 2003), partnerships between public and private are the main pillars of the new features and structure of urban government tuned to competitiveness. These partnerships are built through alliances and coalitions that shape a new profile of urban governments; these instruments are geared towards streamlining city administration, aiming at competitiveness and optimizing the use of investment and financing opportunities to obtain various forms of valuation.

A good entrepreneurial city needs not only to make good alliances, but also to be sustainable. As an example, cities need to have environmental policies that improve people's quality of life. There must be projects for garbage collection, energy matrixes, and environmental preservation, among others. There must also be a participation of the citizens, who must participate in the acceptance and approval of the projects of the city. The role of urban renewal associated with the cultural offer, museums, cultural centers, and entertainment spaces, has built the main images and representations of the internationality of the cities, windows of places that are intended to be "globalized". Behind these urban renewals that contribute to the rebirth of cities, there is a search for the identity of the place. As a social construction, the production of the image of the city is intrinsically linked to representations and values. The city project is material action in space (urbanistic, cultural, and economic), along with a city intention, which gives content to the discourse about space.

Santos has created laws and plans that have only one goal, revitalize its historic center, and make the city known nationally for its history. Through this master plan, it establishes areas, such as the central zone I, where XV de Novembro is located, with goods of cultural interest, in order to revitalize these areas, protecting its cultural patrimony through cultural development corridors, thus, and the city.

At the same time, the port, after its privatization under Law 8.630/93, aimed at modernizing ports, establishes that there should be spaces for integration on the borders between port and city. An example is the creation of the perimeter avenue that crosses the historical center passes lowered, which allows the creation of large boulevards.

Since 1913, there has been an influx of tourists in the city, which increased after the construction of Via Anchieta in 1950. Thus, these projects come to the Alegria Centro project, a project with the purpose of

restoring the historic center of the city to give strength to tourism in the city. The city is a deed that should be read, restore these real estate, and enable them to contain a little of the history of the city, which is important to the tourist, and the resident, who is the actor of this living work.

The visitor seeks to have an experience with the city when he visits it. The tourist looks for elements of the landscape, built spaces and the movement of life, since it is easier to recognize a city by the set of works that exist. Thus, the city is a cultural asset and benefits its citizen first. Santos needs and deserves a proper treatment in order to enter the national circuit, and perhaps, international tourist cities. To do so, it needs to make better alliances to enable the restoration of works and encourage property owners of historical and cultural interest. In this way, we would be thinking not only of environmental sustainability, but also of social and economic sustainability.

Global sustainability is one of the great challenges to be faced in the 21st century, and sustainable development is broadly understood from the Triple Bottom Line theory (Elkington, 2001). In turn, cities are the stage where the social, economic, and environmental dimension converges with more intensity. Although cities are centers of innovation, economic growth, social transformation, health, and education, their growth brings to the fore issues of global warming, resource management, low carbon economics, and social inequality. Cities require innovative solutions in their design, governance, and investment infrastructure so that they can answer these questions appropriately (Mitchell, 2008, as cited in Rego, Nacarate, Perna, & Pinhate, 2013). Thus, it becomes relevant to talk about sustainability within the urban context. Sustainability derives from the perception that the planet's resources are finite and that their inappropriate use should be discouraged (Leite, 2012, as cited in Rego et al., 2013). Therefore, in order to change climate change, it is necessary to adopt policies so that cities that can deal adequately with the economy, society and the environment (Sachs, 2008 as cited in Rego et al., 2013).

The sustainable city, according to Roseland (1997, as cited in Rego et al., 2013), is the most durable type of settlement that humans are capable of building; it is the city capable of providing an acceptable standard of living without causing profound damage to the ecosystem or the biogeochemical cycles on which it depends. The model of urbanization adopted years ago by the countries, especially those developed, considers various natural resources as inexhaustible and frees resources.

Benefits of ecologically smart cities have been recognized as well as the importance of sustainability and the positive effects generated for society and the environment are seen. With this, it is also important to highlight that sustainable development, coupled with the process of urbanization of cities, generate benefits of various kinds for people. Sustainable urbanization therefore has social advantages, such as improving the quality of life in cities; of an economic nature, reflecting the prosperity of the local economy; and environmental, contributing to the reduction of the problem of global warming; among others (UNEP, 2011, as cited in Rego et al., 2013).

Today, smart city means city resilient and sustainable, that is, with flexibility and adaptability; capable of responding quickly and efficiently to external threats, such as climate change, disasters, heavy rains, hurricanes, or simply complying with the basic principles of food security or any other nature.

The intelligence of the city includes the identification of the local productive vocation, due to the culture and economic activities already established, to better take advantage of its potentialities. It includes, above all, the discovery of new, unexplored vocations which could result in the generation of jobs, economic dynamism, and public and private investments to improve the living conditions of the population.

A smart city has four important focuses:

1. It is sustainable: It uses digital technology to reduce costs and optimize resource consumption so that its present administration does not compromise the use by future generations;
2. It is inclusive and transparent: It has direct channels of communication with citizens; it operates with open data and allows it to monitor its finances;
3. Generates wealth: It provides adequate infrastructure for high-quality job creation, innovation, competitiveness, and business growth;
4. It is made for citizens: It uses digital technology to improve people's quality of life and provide quick access to more efficient public services.

It is noteworthy that in the four focuses presented the digital technology is a recurrent vector, which leads us to point out the technologies inherent in its success. First, the technology behind Big Data, based on large repositories of structured data or not. For example, it is assumed that only data collected on factors influencing urban mobility yields data bytes in a short period. It brings a new term Business Intelligence, which seeks to give quality and importance to the data collected, so that leaders and leaders take the correct actions. Once again technology is a strong ally with robotic and mechatronic acquisition mechanisms and fast, and strong capillarity networks helping with this task. Technology is ready to receive investments with the use of the Internet of Things (IoT), low-order micro-satellites, and TCP/IP (Protocols used in Internet Infrastructure) networks.

The city of Santos has already begun its work, as the entire city is mapped and already has some data about mobility available to residents, researchers or anyone who wants to know about the city. Nevertheless, there is still a long way to go.

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