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ISSN: 2595-1661

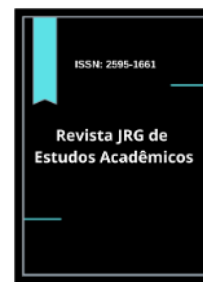
ARTIGO DE REVISÃO

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## Revista JRG de Estudos Acadêmicos

Página da revista:

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### Impacto Econômico dos Mercados Públicos: Efeitos do Consumo de Residentes e Turistas no Brasil e Internacionalmente

Economic Impact of Public Markets: Effects of Resident and Tourist Consumption in Brazil and Internationally

DOI: 10.55892/jrg.v8i18.1932

ARK: 57118/JRG.v8i18.1932

Recebido: 20/02/2025 | Aceito: 04/03/2025 | Publicado *on-line*: 06/03/2025

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### Resumo

**Introdução:** Os mercados públicos são essenciais para a economia local, funcionando como centros de comércio que atraem tanto residentes quanto turistas. Além de suas funções comerciais, esses mercados são importantes para a promoção cultural e para o desenvolvimento econômico das regiões em que estão inseridos. No cenário do turismo, os mercados públicos ganham destaque como atrações que impulsionam o fluxo econômico, gerando renda através do consumo dos visitantes. Este estudo visa explorar o impacto desse consumo nos mercados públicos, tanto no Brasil quanto internacionalmente, e como essas dinâmicas se manifestam em diferentes contextos culturais e econômicos. **Objetivo:** O objetivo desta pesquisa é avaliar o impacto econômico dos mercados públicos, com foco nos efeitos do consumo por parte de residentes e turistas em diversas regiões do Brasil e do mundo. O estudo busca identificar como esses mercados contribuem para o desenvolvimento econômico local e as variáveis que influenciam esse impacto, considerando as diferenças regionais e internacionais. **Método:** A pesquisa adotou uma metodologia de revisão de escopo,

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que incluiu a análise de literatura acadêmica, relatórios econômicos e estudos de caso publicados nos últimos quinze anos. A revisão de escopo permitiu mapear as evidências sobre o impacto econômico dos mercados públicos, considerando as dinâmicas de consumo de turistas e residentes. Foram incluídos estudos que abordaram a relação entre mercados públicos e desenvolvimento econômico, o papel dos mercados no setor turístico e as estratégias utilizadas para maximizar os benefícios econômicos locais. Resultados: Os resultados da revisão indicam que os mercados públicos exercem um impacto econômico significativo nas economias locais, especialmente em áreas com alta atividade turística. No Brasil, assim como em outras partes do mundo, esses mercados atraem tanto residentes quanto turistas, gerando receitas consideráveis que beneficiam os comerciantes e produtores locais. Internacionalmente, observa-se que o consumo por turistas nos mercados públicos pode servir como um motor para o crescimento econômico local, particularmente em setores como alimentação, artesanato e turismo cultural. Contudo, o sucesso desses mercados depende de uma gestão eficaz, de infraestrutura adequada e de estratégias de marketing voltadas para a atração tanto de residentes quanto de turistas. Considerações Finais: Este estudo demonstra que os mercados públicos são fundamentais para o desenvolvimento econômico das regiões em que operam, atuando como hubs de consumo para residentes e turistas. A análise comparativa entre o Brasil e outros contextos internacionais sugere que, embora existam variações nas práticas e impactos, os mercados públicos têm potencial para fomentar o crescimento econômico sustentável, desde que sejam apoiados por políticas públicas adequadas e estratégias de gestão que valorizem tanto a cultura local quanto a experiência do visitante.

**Palavras-chave:** Mercados Públicos; Impacto Econômico; Turismo; Consumo; Desenvolvimento Local.

### **Abstract**

*Introduction: Public markets are essential to the local economy, functioning as commercial centers that attract both residents and tourists. In addition to their commercial functions, these markets are important for the cultural promotion and economic development of the regions in which they are located. In the tourism scenario, public markets stand out as attractions that boost economic flow, generating income through the consumption of visitors. This study aims to explore the impact of this consumption on public markets, both in Brazil and internationally, and how these dynamics manifest themselves in different cultural and economic contexts. Objective: The objective of this research is to evaluate the economic impact of public markets, focusing on the effects of consumption by residents and tourists in different regions of Brazil and the world. The study seeks to identify how these markets contribute to local economic development and the variables that influence this impact, considering regional and international differences. Method: The research adopted a scoping review methodology, which included the analysis of academic literature, economic reports and case studies published in the last fifteen years. The scoping review allowed mapping the evidence on the economic impact of public markets, considering the consumption dynamics of tourists and residents. Studies that addressed the relationship between public markets and economic development, the role of markets in the tourism sector, and the strategies used to maximize local economic benefits were included. Results: The results of the review indicate that public markets have a significant economic impact on local economies, especially in areas with high tourist activity. In Brazil, as in*

*other parts of the world, these markets attract both residents and tourists, generating considerable revenues that benefit local traders and producers. Internationally, it has been observed that tourist consumption in public markets can serve as an engine for local economic growth, particularly in sectors such as food, crafts, and cultural tourism. However, the success of these markets depends on effective management, adequate infrastructure, and marketing strategies aimed at attracting both residents and tourists. Final Considerations: This study demonstrates that public markets are fundamental to the economic development of the regions in which they operate, acting as consumption hubs for residents and tourists. Comparative analysis between Brazil and other international contexts suggests that, although there are variations in practices and impacts, public markets have the potential to foster sustainable economic growth, as long as they are supported by appropriate public policies and management strategies that value both local culture and the visitor experience.*

**Keywords:** *Public Markets; Economic Impact; Tourism; Consumption; Local Development.*

## 1. Introduction

Public markets play a key role in urban economies, serving as vibrant hubs of commerce that attract both residents and tourists. Offering a wide range of products, from fresh food to local crafts, these markets are much more than just shopping venues; they are social and cultural meeting points that contribute significantly to urban life <sup>1</sup>. The economic dynamics of these markets are complex and multifaceted, reflecting the interplay between local and international consumption and having a substantial impact on the economic development of cities. The presence of public markets can influence the economy of a region by generating revenue, creating jobs and promoting the revitalization of urban areas <sup>2</sup>.

The importance of public markets is evident in many contexts around the world. These markets often attract a steady stream of visitors, both local and international, seeking authentic experiences and quality products <sup>3</sup>. Tourism consumption in these markets can have a significant economic impact, generating additional revenue and boosting local economic activity. Furthermore, the diversity of products and cultural experiences offered by these markets can raise the profile of a city as a tourist destination, fostering a virtuous cycle of economic growth and urban development <sup>4</sup>.

In addition to the direct economic impact generated by sales revenue, public markets have a catalytic effect on the local economy. They provide a platform for small local traders and producers, allowing them to expand their businesses and reach a wider audience <sup>5</sup>. This ability to foster entrepreneurship and innovation is crucial to a city's economy, as it contributes to job creation and economic sustainability. Public markets also play an important role in preserving cultural traditions and promoting regional products, reinforcing local cultural identity and encouraging responsible consumption <sup>6</sup>.

Public markets are also spaces where interaction between residents and tourists can generate significant economic benefits. Resident consumption provides a stable economic base for markets, while tourist spending can provide an additional boost to revenue <sup>7</sup>. This interaction between different consumer groups helps to stabilize the market economy and ensure its long-term viability. Understanding how these different types of consumption affect the market economy is essential to developing effective management strategies and maximizing economic benefits <sup>8</sup>.

Internationally, analysis of the economic impact of public markets reveals how these spaces can become important tourist destinations, attracting visitors interested in authentic cultural experiences and unique local products<sup>9</sup>. The role of markets in promoting tourism is significant, as they offer a unique insight into the urban life and cultural traditions of a region. The ability of markets to attract tourists and generate additional revenue can have a positive impact on the local economy and contribute to the sustainable development of cities<sup>10</sup>.

In addition to their direct contributions to the economy, public markets also have significant indirect implications. They can influence the development of urban areas by promoting the revitalization and regeneration of public spaces<sup>11</sup>. The presence of vibrant markets can stimulate the creation of new businesses and the renewal of neighborhoods, contributing to improved urban quality of life. This ability to revitalize urban areas and stimulate economic growth is an important aspect of the role of public markets in urban economies<sup>12</sup>.

The analysis of the economic impact of public markets must also consider the challenges associated with their operation. Issues such as efficient resource management, environmental sustainability and social equity are key to ensuring that markets can continue to deliver economic benefits in the long term. Implementing effective management practices and adopting sustainable strategies are essential to maximize economic benefits and minimize negative impacts.

The aim of this article is to examine in detail how these markets influence the local and global economy, highlighting the implications for the formulation of policies and management strategies that can promote sustainability and economic growth.

## 2. Method

To conduct the scoping review<sup>13</sup> on the economic impact of public markets and the effects on resident and tourist consumption, a systematic and comprehensive approach was adopted. The review was conducted with the aim of mapping the existing literature, identifying gaps in knowledge and providing an overview of the available evidence on the topic.

First, an extensive search strategy was defined to ensure the inclusion of relevant and high-quality studies. Major academic databases were used, including PubMed, Scopus, Web of Science, and Google Scholar. These databases were chosen due to their broad coverage and relevance to the field of urban economics and tourism. The search was conducted using a combination of key terms and words related to the economic impact of public markets, such as “economic impact of public markets”, “resident and tourist consumption”, “urban markets”, and “local economic development”.

Inclusion criteria were established to ensure the relevance and quality of the selected studies. Studies that specifically addressed the economic impact of public markets, both in national and international contexts, were included. The review focused on empirical articles, case studies, research reports and previous reviews that provided quantitative or qualitative data on resident and tourist consumption and its economic effects. Studies that did not present a clear analysis of the economic impact or that focused exclusively on non-economic aspects of public markets were excluded.

The search strategy involved a combination of keywords and Boolean operators to refine the results and ensure that only the most relevant studies were included. An initial screening of titles and abstracts was performed to identify potentially relevant studies, followed by a full review of the selected texts to confirm suitability for the scope of the review. Studies that met the inclusion criteria were further analyzed to extract

information on the economic impact of public markets and the effects on resident and tourist consumption.

In addition to the database search, additional references and grey literature, such as reports from relevant institutions and organizations, were consulted to ensure comprehensive coverage of the topic. The analysis of the extracted data was carried out in a qualitative and quantitative manner, allowing for an in-depth understanding of the different aspects of the economic impact of public markets.

The scoping review process resulted in the inclusion of a representative set of studies that provide detailed insights into how public markets influence the local and global economy, highlighting the importance of resident and tourist consumption. This systematic approach ensured that the review was comprehensive and up-to-date, providing a solid basis for the analysis and discussion of the findings.

### 3. Results

After the initial search stage, a screening of titles and abstracts was performed to filter relevant studies. This process resulted in the exclusion of 238 articles that did not meet the established inclusion criteria, such as a lack of focus on direct economic impact or the absence of relevant data on resident and tourist consumption. The inclusion criteria required that studies provide an empirical or qualitative analysis of the economic impact of public markets and be relevant to the discussion of both local and tourist consumption.

Next, a detailed review of the full texts of the selected studies was performed to ensure adequacy for the scope of the review. This analysis led to the exclusion of 61 additional studies, which were discarded due to issues such as inadequate methodologies, lack of specific data or limited relevance to the objectives of the review. Methodological quality and relevance of data were crucial factors in the final inclusion decision of the studies. Table 1 summarizes the main characteristics of the studies together.



**Table 1** : General characteristics of the selected studies.

<b>Main Ideas</b>	<b>Main Results</b>	<b>Research Considerations</b>
<b>Role of public markets in the local economy</b>	Public markets act as vital economic hubs, providing income opportunities for local traders and producers, especially in tourist areas.	Public markets are critical to the economic sustainability of local communities, and their impact can be maximized with efficient management and adequate government support.
<b>Consumption by residents and tourists in public markets</b>	Consumption by both residents and tourists in public markets generates significant revenue streams, with tourists contributing to the diversification of the clientele.	Integration between local and tourist consumption is crucial to the success of public markets; marketing strategies and diversified products can increase appeal to both groups.
<b>Comparison between public markets in Brazil and internationally</b>	International markets tend to have more developed practices in terms of infrastructure and marketing, while markets in Brazil still face structural challenges.	Adapting successful international practices can be beneficial for markets in Brazil, but must consider the local cultural and economic context to ensure effectiveness.
<b>Impact of tourism on public markets</b>	Tourism increases cash flow into public markets, but it can also generate pressures that affect the authenticity and long-term sustainability of the market.	A balance is needed between harnessing the economic potential of tourism and preserving the cultural authenticity of public markets, avoiding their loss of character.
<b>Challenges and opportunities for the sustainability of public markets</b>	Lack of infrastructure and government support are common barriers, while opportunities include the appreciation of cultural heritage and the potential for innovation.	Investments in infrastructure and public policies focused on cultural preservation and sustainable development are essential for the longevity and success of public markets.

Source: Authorship (2024)

As a result, a total of 13 studies were considered relevant and included in the final analysis. These studies cover a variety of contexts and approaches, providing a comprehensive view of how public markets influence the local and global economy. The inclusion of these studies allows for a detailed analysis of the economic impacts, highlighting the significant contributions of these markets to urban development and tourism.

#### 4. Discussion

Public markets have a significant direct economic impact on local economies, and this influence is evidenced by several aspects discussed in the review. Firstly, the presence of public markets generates considerable direct revenue for urban economies. These markets attract both local and visiting consumers, contributing to a diversified economic base <sup>14</sup>. Revenue generated by markets can be seen through sales made by traders and producers, which often include a wide range of fresh and artisanal produce. This revenue stream not only enriches individual traders, but also

contributes to the economic growth of the area by stimulating demand for local goods and services <sup>15</sup>.

Furthermore, public markets play a crucial role in job creation. They provide employment opportunities for a variety of workers, from salespeople and farmers to managers and support staff. This job creation is vital to many communities, especially in areas where employment alternatives may be limited <sup>16</sup>. The impact is particularly notable in markets operating in both urban and rural areas, where the presence of a market can provide a vital source of employment for local residents. Job creation not only reduces unemployment, but also provides a more stable economic foundation for families and the community at large <sup>17</sup>.

Public markets also serve as economic engines that support small-scale traders and local producers. These markets often serve as essential platforms for the marketing of products from small entrepreneurs who may not have access to other sales channels <sup>18</sup>. Through exposure and the ability to reach a wider audience, small businesses can thrive, fostering an economic cycle that benefits the local community. Supporting small-scale producers is particularly important in contexts where access to larger markets is limited, providing an opportunity for these businesses to grow and develop <sup>19</sup>.

Consumption by residents and tourists is a key factor in the economic viability of public markets. Local residents provide a steady customer base that ensures market stability, while tourists provide an additional source of revenue that can be critical to the survival and expansion of markets <sup>20</sup>. The interaction between these two groups contributes to the economic sustainability of markets. Tourist consumption can provide a significant injection of revenue, especially during peak seasons or special events, which can help offset fluctuations in local demand <sup>21</sup>.

Analysis of the direct economic impact of public markets reveals that consumption by residents and tourists has a multiplier effect on the local economy. The additional spending provided by tourists can increase demand for local products and services, benefiting not only market traders <sup>22</sup> but also surrounding businesses <sup>22</sup>. This knock-on effect can foster a more vibrant and dynamic economic environment, where the benefits of market economic activity spread throughout the area. This positive impact contributes to the creation of a more robust and diversified local economy <sup>23</sup>.

Additionally, public markets can play a significant role in urban revitalization. In many cities, public markets are established in areas in need of economic and social rejuvenation. The presence of a market can attract visitors and residents to these areas, stimulating real estate development and the revitalization of public spaces <sup>24</sup>. This process can improve local quality of life and help combat urban decline by transforming outdated areas into vibrant centers of economic and social activity <sup>25</sup>.

Another important aspect to consider is the influence of public markets in promoting entrepreneurship. They provide an accessible and low-cost environment for new entrepreneurs to test their business ideas and products <sup>26</sup>. This support for innovation and local entrepreneurship can lead to the growth of new businesses and the diversification of the local economy. The success of these entrepreneurs can, in turn, inspire others to follow suit, fostering a cycle of innovation and economic growth <sup>27</sup>.

Differences in consumption patterns between residents and tourists have a profound and distinct impact on the economics of public markets. Each group has purchasing patterns and behaviors that influence the revenue and operation of markets in specific ways. Resident consumption tends to be more regular and predictable. Residents are regular consumers who visit public markets as part of their daily or

weekly activities<sup>28</sup>. They purchase products that meet their daily needs, such as fresh food and household items. This regularity provides a stable economic base for markets, ensuring a continuous source of revenue and helping to forecast demand. The stability provided by residents is essential for the long-term maintenance of businesses and operation of markets<sup>29</sup>.

In contrast, tourist consumption is more seasonal and less predictable, depending on factors such as the season, local events, and holiday periods. Tourists often visit markets in search of unique or authentic products that represent the local culture. Their purchases may include souvenirs, local foods, and items that are not part of their usual diet at home<sup>30</sup>. Although tourist purchases may be less frequent, they tend to be larger during visits, providing a significant revenue boost during specific periods. This seasonal impact can generate high revenue spikes that help offset variations in local demand, but it can also present challenges in inventory management and planning<sup>31</sup>.

The purchasing patterns of tourists and residents also differ in terms of value spent. While residents may make smaller, more frequent purchases, tourists often make larger purchases in a single visit. Tourists may spend more on items that they consider to be souvenirs or unique experiences, reflecting a consumption behavior that is driven by experience and the uniqueness of the products offered<sup>32</sup>. This behavior can result in higher revenue per transaction, but is less predictable in terms of frequency. The ability of markets to cater to these higher-value purchases during tourist visits is crucial to maximizing the economic benefits of these interactions<sup>33</sup>.

Furthermore, the economic impact of tourist consumption can be amplified by external factors such as local events, festivals and holidays. These events attract large numbers of temporary visitors, which in turn increase demand and spending in public markets<sup>34</sup>. The occurrence of these events can result in extraordinary revenues for short periods, which can be beneficial for markets, but also require adequate preparation to deal with the temporary increase in demand. On the other hand, the absence of tourists during low seasons can create financial challenges for markets, which depend on this extra revenue to balance their operations throughout the year<sup>35</sup>.

Differences between resident and tourist consumption also affect the management of public markets. The constant presence of residents may allow for more predictable inventory management and better adaptation to local needs and preferences<sup>36</sup>. In contrast, demand generated by tourists may require more flexible and adaptive management, with specific strategies to deal with seasonal fluctuations and special events. The ability to balance and optimize supply to meet the needs of both consumer groups is critical to the economic success of markets<sup>37</sup>.

Furthermore, the economic impact of tourism consumption may be accompanied by secondary benefits to the local economy. Tourists visiting public markets may explore other areas of the city, contributing to the revenue of neighboring businesses and boosting the broader economy<sup>38</sup>. The multiplier effect of tourism spending can result in an overall improvement in the local economy, promoting the growth and development of various industries and sectors<sup>39</sup>.

Public markets play a crucial role in urban development and the revitalization of local areas. Their presence often marks the beginning of processes of economic and social regeneration in neighborhoods in need of revitalization<sup>40</sup>. By establishing themselves in previously underutilized or degraded areas, markets can catalyze the regeneration of these places, attracting residents and visitors and stimulating local commerce. This transformation is evident in how markets help to revitalize not only the



physical appearance of the area, but also its social and economic dynamics, promoting a vibrant and engaging atmosphere <sup>41</sup>.

In addition to contributing to neighborhood regeneration, public markets play a significant role in the revitalization of public spaces. They serve as community meeting points, promoting social interaction and cohesion among residents <sup>42</sup>. These markets transform urban areas into hubs of activity where people gather, socialize, and participate in cultural events. This type of revitalization not only improves the appearance of public spaces, but also strengthens the social fabric, creating a sense of belonging and community among residents <sup>43</sup>.

The positive impact of public markets on urban quality of life is remarkable. The presence of a market can significantly improve the urban environment, making it more attractive and accessible <sup>44</sup>. Successful markets can generate a cascade effect, encouraging improvements in adjacent infrastructure, such as streets and squares, and attracting investment in surrounding areas. This phenomenon contributes to a more dynamic and welcoming urban environment, benefiting both residents and tourists and stimulating the local economy <sup>45</sup>.

Public markets also play an important role in fostering an urban environment that is attractive to both tourists and residents. The diversity of products and unique atmosphere offered by public markets can set a city apart as a vibrant and authentic tourist destination. Furthermore, these markets provide tourists with the opportunity to experience local culture in an immersive way, while offering residents a space to connect with their traditions and local identity. This interaction between residents and tourists can reinforce positive perceptions of the city, fostering a continuous cycle of revitalization and attraction <sup>46</sup>.

The economic impact generated by public markets can directly influence urban planning and development policies. The ability of markets to stimulate economic activity and improve urban quality of life can motivate local governments to invest in development strategies that integrate public markets as key components. Policies that encourage the creation and maintenance of public markets can contribute to more inclusive and sustainable urban planning, aligning economic and social objectives with the needs and aspirations of the local community <sup>47</sup>.

Policymaking that recognizes the importance of public markets is essential to maximize their positive impact on urban development. Policies should support the creation of adequate infrastructure for markets, provide incentives for small businesses, and ensure that markets are integrated harmoniously into the urban fabric. Measures that promote the sustainability and resilience of markets, such as efficient management practices and the inclusion of environmental initiatives, can contribute to the creation of vibrant economic and cultural hubs that meet the needs of all users.

Recommendations for public market managers should include adopting sustainable practices that minimize environmental impact and promote operational efficiency. Policies that encourage waste reduction, the use of recyclable materials, and the implementation of waste management systems can help ensure that public markets continue to be sustainable and responsible assets. In addition, it is important to promote the diversity of products and services offered in markets, to meet the expectations and preferences of both residents and tourists <sup>48</sup>.

Supporting small businesses is a crucial measure to optimize the economic impact of public markets. Policies that facilitate access to finance, training and technical support for small entrepreneurs can strengthen the economic base of markets and promote innovation. Incentives for the participation of local producers and the promotion of regional products can help maintain the authenticity of markets and

strengthen the local economy, contributing to a continuous cycle of growth and development<sup>49</sup>.

## 5. Final Considerations

Public markets play a key role in the urban economy, providing significant economic impacts for both residents and tourists. Analyzing the consumption effects of these two groups highlights how public markets serve as vital hubs for generating revenue and employment. The regularity and predictability of resident consumption provides a solid economic foundation, while the seasonal and often higher-value contribution of tourists creates revenue spikes that are essential for the economic sustainability of markets. Understanding these dynamics is crucial for managers and policymakers seeking to optimize the economic impact of public markets and ensure their continuity and relevance in the urban context.

In addition to their direct economic impact, public markets also contribute to urban revitalization and improve the quality of life in the areas where they are located. They act as catalysts for neighborhood regeneration and the revitalization of public spaces, promoting a more vibrant and attractive urban environment for residents and visitors. The interaction between residents and tourists in public markets not only enriches the cultural and commercial experience of urban areas, but also reinforces social cohesion and local identity. These contributions are vital to the development of more dynamic and sustainable cities that are capable of attracting investment and fostering an inclusive and welcoming environment.

To maximize the economic benefits of public markets, it is essential that policies and management strategies are tailored to the specific needs of each context. Measures that support the creation and maintenance of sustainable markets, encourage support for small businesses, and promote responsible environmental practices are recommended. Integrating public markets into urban planning and development strategies can strengthen their ability to generate positive economic impact and contribute to the vitality of urban areas. By recognizing and leveraging the unique role of public markets, it is possible to create a virtuous cycle of economic growth and urban revitalization that benefits both residents and visitors.

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