

CULTURAL TOURISM

Evaluation of the Tourist Potential of Archaeological Sites

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This article presents the final results of an exploratory-descriptive study of archaeological tourism in the State of São Paulo, Brazil. Four prehistoric and sixteen historic sites through use conditions, equipments and existent services in place were analyzed. The general diagnosis of researched sites shows that most are located at the sea coast; the prehistoric sites highlight sambaquis and the historic ones sugarcane mills and factories. The analysis of adjusting them to tourist uses, bring to the conclusion that the State is in the initial development stage of archaeotourism exploration.

KEY WORDS: *tourism, archaeology, archaeotourism, archaeological sites, cultural tourism, São Paulo.*