

ANALYSIS OF THE BRAZILIAN TOURIST DEMAND
A Comparative Approach to the South African Republic, Saudi Arabia,
Australia, Egypt and Turkey

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The purpose of this study is to present the current state of tourism in Brazil comparing it with other five countries. At the same time aspects related to tourism growth and revenue increases are considered. In order to achieve these goals it is necessary to give priority to potential markets making greater promotional efforts abroad.

KEY WORDS: demand, marketing, MERCOSUR, markets, image and promotion.