

TRANSACTIONS IN TOURIST REGIONS

The Case of the Brazilian State of Minas Gerais

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The transactions between entrepreneurs don't involve only production costs. All the expenses to negotiate implant and monitor a negotiation must also be computed as costs, thus constituting the transaction costs. From the importance of transaction costs to a better tourist regions management, this article analyzes the transactions in three tourist regions of the State of Minas Gerais, Brazil. The research demonstrated that the transactions and the behavior of the agents are marked by opportunism, limited rationality, frequency, uncertainty, and specific asset. However, these transaction costs causing attributes reduce if it's create a governance structure that co-ordinates the transactions between local agents.

KEY WORDS: *transaction; tourist regions; Minas Gerais.*