

TOURIST DEMAND IN SÃO MIGUEL DAS MISSÕES – RS (BRAZIL)

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The results of a both qualitative and quantitative research about the tourist demand in São Miguel das Missões, in Rio Grande do Sul, Brazil, are presented on this brief article. The aim of the research was the perception of the cultural tourists interested in this city whose main attraction are the ruins of the Jesuit reduction of the Guarani de São Miguel Arcanjo, considered by UNESCO as the World Cultural Heritage since 1983. After a description of the main missionary missions and their updating situation, this paper shows the results of a research that took place in 2005 in the São Miguel das Missões – RS village town.

KEY WORDS: *cultural tourism; cultural heritage; Jesuit Missions.*