

THE PAULISTA AVENUE AS A TOURIST ICON AND ITS RELATION TO THE BUSINESS TOURISM IN THE CITY OF SAO PAULO, BRAZIL

*Debora Cordeiro Braga
Viviane Veiga Shibaki
Universidade de São Paulo
São Paulo – Brasil*

The following article aims to assess the elements that contribute to keep the "Paulista Avenue" as a tourist icon of a city that stands out for its proclivity for business tourism. As such, a literature review was made focusing on issues related to urban, metropolitan and business tourism, as well as marketing of cities, in order to support the exploratory research based on secondary data from documents of agencies and associations related to management of tourism in São Paulo. This literature also assisted in the gathering of information collected at the site, aimed to analyze the establishments located along the way that highlighted its cultural anchors making possible the description and depiction of the hotel structure and the attractions that surround the Paulista Avenue. The research has shown that the strength of the icon is in fact, a facilitator for the promotion of tourism besides giving business travelers access to such diverse offer during their stay in São Paulo due to the transport facilities and concentration of these services and equipments in this particular urban space.

KEY WORDS: tourist icon, Paulista Avenue, metropolitan tourism, business tourism, São Paulo, urban marketing.