

BELO HORIZONTE'S TOURISM ATTRACTIVENESS FROM ITS RESIDENTS' POINT OF VIEW

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The study of image development in tourism activities has been performed in different works, which often focus on the tourist's perspective (Castaño et al, 2006; Kurgun, 2010). However, this work aims at investigating the development of such image in the city of Belo Horizonte from a differentiated focus, which is its local residents' point of view. Being Belo Horizonte a capital city that does not have those natural attractions Brazilians most desire – a sunny beach, to investigate how local residents conceive its image in terms of tourism attractiveness can contribute to promoting and guiding investments. Through field research done with 430 local residents, it was verified that its inhabitants understand that the capital city can be considered a tourist destination, but that the absence of places for events and the insufficient disclosure of information about the city limit its tourism.

KEY WORDS: attractiveness, inhabitants, Belo Horizonte.