

EFFECTIVE DEMAND FOR TOURISM OF THE CITY OF DIAMANTINA / MG (BRAZIL)

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The following article presents the results of the first demand research carried out by Universidad Federal dos Vales do Jequitinhonha e Mucuri UFVJM Tourism Undergraduate Course with tourists who visited Diamantina between 8 and 19 of May 2009. The survey has been answered by 215 tourists, performing 185 valid questionnaires, with sample chosen randomly based on tourist attraction visitation. The form was divided in blocks, having 24 questions. The results have been compounded by research scholarship students and arranged in tables and graphs. The main goals of this research and through this article, were to adopt theories used on Marketing and Tourism Planning disciplines and increase the participation of the academy in the local tourism development, based on the results, thus emphasising the importance of knowing the target consumers in order to develop local tourism in accordance to their characteristics. The results reinforce some foreknown impressions but also bring some new information that deviate from common sense.

KEY WORDS: *tourism, effective demand research, Diamantina/Brasil.*