

[RE] VIEW: HOW DO WE PORTRAY OURSELVES? HOW DO OTHERS PRESENT US?
A Case Study on the Media Spreading of Tourism in Brazil and in Foz do Iguaçu

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Tourism is directly related to the areas of communication and marketing. This fact becomes highlighted in a knowledge-based society, often the media. In this context, the magazines can be understood as promoting informational brochures and advertising materials. Given its relevance to this study proposes to investigate the information shown in magazines about the destination Foz do Iguaçu, over the period 2007 to 2009. The research method can be characterized as Exploration (bibliography (books and magazines) and virtual), quantitatively and qualitatively with non-probabilistic sample (intentional). Findings demonstrate the need to [re]think, a [re]view these by all actors involved in tourism.

KEY WORDS: media, tourism, Geography, magazines, perceptions.