

JESUIT-GUARANI MISSIONS IN BRAZIL

An Analysis of Heritage Interpretation

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The use of heritage interpretation (IP) in order to communicate the cultural heritage of the Jesuit-Guarani Missions of Brazil to visitor was focused. Initially, making use of several secondary sources, intrinsic values that define the heritage of these places were studied. With the historical, cultural and architectural background defined, thematic possibilities for an IP proposal were analyzed. Qualitative research was conducted for a critical analysis of existing interventions. Actions aimed to understand the heritage of the Missions were undertaken. Therefore, the intention of this study is that it will contribute to new approaches of this important tool for cultural and heritage tourism.

KEY WORDS: *Jesuit heritage, heritage interpretation, cultural tourism, tourism planning, Jesuit-Guarani Missions.*