

ROADS BETWEEN A RIVER AND THE SEA
Residents and Tourists in Different Areas and Realities of
"The Sun City" - Natal / RN, Brazil

*Michel Jairo Vieira da Silva
Lore Fortes
Universidad Federal de
Río Grande do Norte – Brasil*

This article was developed understanding "that sometimes different cities follow on the same site and have the same name, born and die without knowing" (Ítalo Calvino, 1990 - The Invisible Cities). The research has a phenomenological-qualitative character using the social representation of Natal-RN from the perspective of tourists and residents, believing that they have disparate experiences in the urban. The objective is to realize a reflection of segregation and tourism (poverty-richness, center-periphery) discussing about the dissimilarity between the city of Natal and "Sun City", studying videos produced by residents (local documentary "As Ruas do Rio"- 2009) and tourists (videos posted on the Internet - 2007 to 2010). By a comparative analysis of the realities of these two subjects, the research shows a few similarities and many differences in the representation of the city, showing the existence of two extreme and distinct realities, unjust and unequal reflection of a recurrent model in Brazil, with governmental performance that focuses socio and spatial actions on specific areas (tourism).

KEY WORDS: *tourism, filmic representation, social and spatial segregation, unequal planning, Natal-RN, Brazil.*