

ANALYSIS OF THE VIABILITY OF IMPLEMENTATION OF A TOURISM COOPERATIVE

A Case Study in Minas Gerais, Brazil

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The tourist activity is gaining more expression in the economic context world-wide and with this the tourism graduates is gaining momentum in the organized growth of the activity. The aim of this research was to analyze the viability of implementation of a cooperative of tourism in the State of Minas Gerais. This research is supported in a qualitative-descriptive boarding and the method chosen for its accomplishment was the case study. For the collection of data the interviews technique were used. The results indicate that the investment necessary to implement a work cooperative is low, haven the chance of sponsorships. The viability of constitution of a work cooperative can be evidenced by means of the detailed knowledge of some aspects that show the existence of a legal apparatus, as well as of organizations providing advice to implement such experience.

KEY WORDS: *tourism, tourism graduates, tourism cooperatives, qualitative research.*