

THE HANDMADE SOUVENIR AND THE IMAGE PROMOTION OF A TOURIST PLACE

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The local ways of crafting and its history are part of the local products and are being increasingly valued by the consumers, besides serving as a support for the preservation of historical and cultural heritage of the territories. These aspects are key in postmodernity due to growing demand for symbolic goods and cultural identity. Thus, the local craft has served for some experiments as a strategy of consolidation and authenticity of the image of a tourist destination, providing comparative advantages in territory. Therefore, the main objective of this article is to examine the role of handmade souvenir with identity matrix as a product able to leverage the symbolic consumption of a tourist place. More specifically, it seeks to investigate the use of the word souvenir in the articles in Web of Science the citation index ISI Citation Index; to present the theoretical basis of territory, heritage and tourism as a dynamic present in the craft; and to verify the relationship between the souvenir and tourism activity in promoting tourism destinations. In the result, it can be seen that the relationship between the authenticity of crafts and tourism become allies for the success of projects that seek to broaden the income and value attributes linked to the territory, in order to boost the development. Finally, it is noted that with the appreciation of handmade souvenir item as cultural indicator it is able to contribute to the development of tourism destinations that elect the tourism as alternative for image promotion.

KEY WORDS: *souvenir, authenticity, image, tourist destination, development.*