

THE INFLUENCE OF PUBLIC SECURITY IN SATISFACTION AND IN THE FORMATION OF THE IMAGE OF TOURIST DESTINATION THE CURITIBA FOR VISITORS AND VISITED

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The question of public security is essential for the proper functioning of tourist activity, since it is a defining factor of quality and satisfaction as the experience of tourists in town. The feeling of insecurity puts people off of public spaces and the city's streets. Security one of the fundamental elements to characterise the image of a city as prosperous area and with quality of life. This study aims to analyze the influence of security in satisfaction and in the formation of the image of tourist destination for visitors and visited Curitiba. For both bibliographic and documentary research was used in Curitiba and Directors plans for existing demand in the city, developing evaluation tables which through the pairing of the theoretical basis and the data found on demand research identified that the satisfaction of visitors and visited as the sense of security in the city of Curitiba to positively influence the assessment of the tourism destination and the image of the city's quality of life.

KEY WORDS: *Tourism destination, public security, satisfaction, image, Curitiba, Brazil.*