

PERCEIVED TOURISTIC ATTRACTIVENESS

Impacts on Destination Reputation and Intention to Recommend on the Internet

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This research, explanatory-causal in nature, proposes an exploratory model which relates (1) the attractiveness' factors perceived by consumers of a cultural heritage tourism destination, (2) the destination's reputation and (3) the intention to recommend it on the Internet. The method consisted in a quantitative research, survey type, applied to 394 visitors of Ouro Preto, Minas Gerais, Brazil. The results were based on multivariate statistical techniques and Partial Least Squares Structural Equation Modeling (PLS-SEM). The study stressed the importance of the perceived environment, the tourism infrastructure and the existing tourism resources for tourist attractiveness, as opposed to the importance of museums and the history of a cultural heritage destination. The perceived attractiveness impacts both the reputation of the destination and the intention to recommend it on the internet and in social media.

KEY WORDS: *Touristic attractiveness, tourism destination's reputation, intention to recommend on the Internet, PLS-SEM (Partial Least Squares Structural Equation Modeling).*