

SEGMENTATION POST-HOC OF THE TOURIST MARKET IN COASTAL BRAZILIAN DESTINATIONS

Analysis vis-à-vis of Personal Values of tourists

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This research seeks to identify and evaluate the segmentation of the market for certain Brazilian coastal tourist destinations, from the personal values of tourists. The research is characterized as exploratory, descriptive, predominantly quantitative approach. a non-probabilistic sample, taken for convenience, consisting of 150 consumers/tourists who were asked to evaluate one in eight different Brazilian coastal destinations was used. Segmentation Post-Hoc enabled consumers were identified and grouped by a clustering algorithm to later have their assessed preferences. The results showed the existence of three segments with different evaluative profiles, which were typed and evaluated in accordance with the stated preferences. It was concluded that the Post-hoc segmentation is an approach of great interest to academics and tourism managers, who need to design new products or create positioning strategies destinations.

KEY WORDS: *Segmentation post-hoc, tourist destinations, personal values, tourists, Brazil.*