

## POTENTIALITIES AND LIMITS OF CEMITERIAL TOURISM IN BRAZIL

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*Cemeteries are tourist places in various parts of the world, sought by visitors for the architecture of their tombstones and tombs, monuments, sculptures, buried personalities, history, myths and legends, among others reasons. The oldest and most famous cemeteries date from the 19th century, located in Paris, Buenos Aires and London. In Brazil some necropolises offer guided tours and events in their spaces, aiming to turn them into tourist places, just as it happens in international destinations. Despite the existing offer, tourism still causes strangeness and criticism by Brazilians, who tend to visit cemeteries in cities abroad, where this type of tourism is already consolidated and integrated to tourist routes, but are not in the habit of visiting turistically cemeteries in Brazil. Understanding that production and consumption of goods and services have a cultural character (Bourdieu, 1992; Mccracken, 2003; Sahlins, 2003), it is believed that the way Brazilians relate to dead and their buried ones inhibits the practice of tourism in national territory. The present work intends to investigate the potentialities and the limits for the consumption of the cemetery tourism. Bibliographical and documentary research was carried out, whose treatment and interpretation of the data was done through the analysis of content, specifically, categorical analysis (Bardin, 2011). It was perceived that the logic of inherited cultural capital has not yet created the habitus (Bourdieu, 1992) of consuming the cemetery as a tourist place in Brazil.*

**KEY WORDS:** Cemetery tourism, cemeteries, Brazil.