

RESTRICTIVE FACTORS FOR THE TOURISM

The Perception of Real and Potential Demand about the Public Security in Rio de Janeiro (Brazil)

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The Insecurity is characterized as an important restrictive factor for the tourism, since the fear of unforeseen events that have negative consequences for the physical integrity of the visitor are decisive in the choice of a future destination to travel. Concern and fear about security are shared by society, making it possible to characterize them as social fear. Are insecure localities unable to establish themselves as important tourist destinations motivated by their insecure stereotype? In order to elucidate such an indagation, the city of Rio de Janeiro was used as the object of study of this research, since it is a tourist destination whose image is associated with insecurity. The objective of this article was to investigate the perception of insecurity in Rio de Janeiro through real and potential tourists. For this, research was carried out with tourists in the city of Rio de Janeiro and with potential tourists through digital formulary, seeking information about insecurity as a restrictive factor to tourism and about the perception of security in the city of Rio de Janeiro. The preliminary results confirm that insecurity is an important restrictive factor for tourism in Rio de Janeiro, especially in relation to urban violence. However, other elements relating to insecurity such as terrorism do not contribute significantly as a restrictive factor to tourism in that city.

KEY WORDS: *tourism, tourist demand, perception, restrictive factor, Rio de Janeiro.*