

ANALYSIS OF THE COMPETITIVE ADVANTAGES OF BOMBINHAS (SANTA CATARINA, BRAZIL) THROUGH THE PERCEPTION OF TOURISTS

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Tourist destinations have been operating in extremely competitive markets, forcing them to find innovative strategies to maintain or expand the flow of tourists visiting their region. In this way, it becomes fundamental that the managers perceive what are the aspects considered by the tourists as competitive advantages, motivating these to move to a certain destination. Through an empirical, exploratory and descriptive research, with a quantitative approach, the present study had as objective to analyze the competitive advantages of Bombinhas (Santa Catarina, Brazil) perceived by tourists. To achieve this purpose, a structured questionnaire was applied with 400 tourists who visited Bombinhas in the 2017 season. The results demonstrated that aspects related to the options of restaurants, tourist safety, natural beauty, landscape and environment of the destination, efficiency of local transportation and the culture of the city are considered by the tourists the main competitive advantages of Bombinhas.

KEY WORDS: *Competitive advantages, competitiveness, perception of tourists, Bombinhas.*