

**THE PURPOSE OF THIS STUDY WAS TO IDENTIFY WHICH FACTORS INFLUENCE THE
DECISION-MAKING PROCESS OF BUYING TOURIST TRAVEL OF CONSUMERS OF
NORTHWEST OF RIO GRANDE DO SUL – BRAZIL**

Jéssica Possebon

Cleber Cervi

Daniel Knebel Baggio

Universidad Regional del Noroeste del

Estado de Rio Grande do Sul, Ijuí - Brasil

. The research was divided into two stages: the first is characterized as a qualitative exploratory stage, using in-depth interviews for data collection and looked for the main evidences about buying tourist travel. These results served as a basis for the construction of the structured questionnaire used in the later phase – the descriptive stage. In the descriptive stage the questionnaire was applied to a sample of 145 respondents. It became evident that the main factors that motivate the consumers to travel are to know new places, the desire for leisure, and the interest to know new cultures. The internet is the mean more used for tourist to search information, but they buy in travel agencies. Furthermore, the short trips are planning with little advance, however the long trips are planning with more advance. The family is the reference group that most affect the decisions about tourist travel.

KEY WORDS: *Tourist travel, consumption, decision-making process.*