

CHARACTERIZATION OF GOOD PRACTICES OF COMMUNITY-BASED TOURISM IN THE TERRITORY OF SERRA DO BRIGADEIRO (MINAS GERAIS, BRAZIL)

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The good practices characterized as main objective in this study are the experiences of Community-Based Tourism – CBT carried in the nuclei established in five regions around the territory of Serra do Brigadeiro, Minas Gerais, Brazil. The methodological procedure involved the diagnosis of the infrastructure and the activities that can be utilized within the proposal of CBT in the tourist ventures of farming families. Based on this, resources have been identified as attractive, establishing nuclei of community-based tourism. Territory in cultural activities and agro-ecological production combined with hospitality are the main tourist attractions recognized and developed in these CBT nuclei in Serra do Brigadeiro State Park.

KEY WORDS: identity, tourist attractions, sustainability.