This article aims at reflecting on the relationship between tourism development in the city of Diamantina and the University of Jequitinhonha and Mucuri Valleys (UFVJM) taking into account the main exponents of Recognition Theory. This view is based on observation and participation in research and community led projects that justified the perception of evidence of veiled conflict, causing reluctance in absorbing knowledge and data produced in the University. The method employed was the analysis of primary and secondary sources carrying out bibliographic and documentary research, based on an historic method, leading a case study. Historically, the mineral wealth that attracted thousands of people for mining, and nowadays creates tourist attractions also generated the intervention of the Portuguese crown, creating, as a reaction, an illicit tradition that marked the history of mining, marking the city's culture, influencing, at present time, the relationship between the average citizens with the UFVJM. It was felt that the current economic dependence caused by the University in trade relations leads stakeholders to tolerate, but do not recognize the group that makes up as a subject. The analysis is not meant to be conclusive, but points out the need for working relations and lead a productive dialogue in this relationship, which promotes the work of UFVJM in line with the development of Diamantina city, including tourism, in a collaborative building process.

KEY WORDS: Tourism, Diamantina, UFVJM, relations, recognition.