Abstract

A necropolis, or cemetery, is a place of faith, belief, art, symbology, architecture and poetry; it portrays religion, culture and local economy; visualized cultural patrimony, like an open-air museum of regional history. This tourism modality that occurs in Europe and Worldwide is partially consolidated through the historical and artistic potential. This study, therefore, analyzes the tourism potential of the necropoles in the Vale do Paraíba region, as a strategy for promoting regional development. By means of a descriptive and exploratory study, 73 necropoles in 31 towns were identified and characterized. The results of the non-probabilistic sampling by judgment, which covered six municipal districts (Bananal, Cunha, Guaratinguetá, Paraibuna, São José dos Campos and Taubaté), indicate that the Vale do Paraíba region has a Necropolis Tourism profile which is subclassified into the following themes: religious, cultural, political and artistic. However, not all necropoles are conserved or preserved, which could generate a public health hazard. There is evidence of religious symbology and Neoclassical Architecture, and local, regional and national personalities, some of whom have been forgotten. It is recommended that a pilot project be implemented, focusing on Necropolis Tourism in the Town of São José dos Campos, by encouraging tourism to the Padre Rodolfo Komorek Cemetery, using tourism and city marketing tools.

Keywords

Necropolis, Tourism, Vale do Paraíba Paulista.