

EVENT AND BUSINESS TOURISM.

The Case of Ilhéus and Costa do Cacao, Brazil, Convention & Visitors Bureau

*Alexandre Schiavetti
Adriana Meiking Guimarães
Itatiana Claudia Barbosa Araújo
Irene Maurício Cazorla
UESC – Ilhéus – BA - Brasil*

The implementation of a Convention and Visitors Bureau is to improve tourism in cities which have already infrastructure, but, as this paper shows, if there is no clear idea of the functions of such institutions it may not fulfill the expectations and act negatively upon the already existing tourism activities and the development of localities as main attractions for the business tourism.

KEY WORDS: *Trade, Convention & Visitors Bureau, Ilhéus- Brazil.*