

**BLACK CULTURE AND TOURISM IN ILHÉUS, BRAZIL**  
**Tourist Publicity, Cultural Contact and Clichés**

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*This article analyzes the cultural interaction between tourists and afro-cultural groups in the city of Ilhéus, Brazil by means of state and private initiatives as the tourist agents. From the ethnographic point of view, the paper draws attention on the two opportunities in which this encounter comes into being: one promoted by the city and the other by private hotels. These encounters are based on stereotyped images of the locals which are reconfirmed when this interaction occurs.*

**KEY WORDS:** *tourism; black culture; Ilhéus, image, cultural contact.*