

INTEGRATED LOGISTIC IN EVENTS

The case of the Joinville (Brazil) Dance Festival

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The influence of the event segment in Tourism is ratified by the leverage offered by different sectors of the economy, referring to integrating a service network composed of a series of values chains. The management of these flows is possible by logistics chains that ease and speeds up the processes, raising a strategic vision for the organizations. This article focuses on the methodology of the value chain suggested by Porter (1999), aiming to map the process of logistical services in management of events. First, based on a literature review the interconnection between logistics and tourism is introduced. Next, the case study of the Festival Dance of Joinville, Brazil is presented based on tools such as documents and semi-structured interviews aiming to verify the implementation of the proposed methodology. The result of the study allowed the understanding of event logistics viewing each case, the flow and stage of development. However, it appears that it is essential to adapt the methodology of the value chain for services, taking into account the specific characteristics and peculiarities of this segment.

KEY WORDS: *logistics, value chain, event tourism, dance festival.*