

ENVIRONMENTAL EDUCATION AND PLANNING OF A TOURIST EVENT

Parades and Colonial Olympics associate to the National Grape Festival, Brazil

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Tourism events should take the environmental dimension into account during the planning process. According to this, the purpose of this study is to identify environmental actions in the planning process of the National Grape Festival, which was held in 2006, and to show the contribution of Parades and Colonial Olympic as tools to environmental education. The data was collected in Caxias do Sul, in the State of Rio Grande do Sul. The interviewees were the president, the two vice-presidents and the directors of the 15 organizing committees of the National Grape Festival 2006. Analyzing the information given by interviewees, it is important to mention some actions developed by the "Museu do Lixo" and the "TV Câmara". It is possible to conclude that tourist events should consider its socio-environmental responsibility, developing environmental education programmes. Parades and Colonial Olympic might be ways to socialize the environmental information to local community and tourists.

KEY WORDS: *environmental education, tourist events, National Grape Festival – RS.*