

INTERNATIONAL TOURISM MARKETING

The case of the Brazil brand

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Tourism is a source of foreign currency, a catalyst investment, and a means of local development. If it is well-managed it may change people's lives for the better, because it may increase formal employment, draw entrepreneur's and politics' attention in order to increase people's quality of life and education, certainly propelled by communications and marketing activities not only in national extent but also international. Within the context of global competitiveness, it has been really hard to have a differential. Therefore, brands arise as an essential artificial to promote places that their symbols represent. In this article there have been selected themes such as tourism marketing and branding, and it focuses on observing the importance of creating and managing those brands, trying to understand how Brazil brand was planned and developed, created within a plan called Watercolour Plan, in order to be projected to international market. The main goal was to comprehend and analyze benefits of the Brazil International Tourism Marketing of Watercolour Plan, especially the country brand developed, considering its position and, specifically, its results concerning the changes of international tourist flow in the country between 2004 and 2008, long after the creation and advertisement of Brazil brand in foreign countries. The methodology adopted was a case study of Brazil brand through Watercolour plan and its position taken in the international tourism market, through a bibliographical and documentary research. We intended to show that a brand for a country is the reflection of its region it represents. We may say that our goals have been achieved, confirming the hypotheses that our actions based on the Watercolour Plan received positive answers concerning international tourism and Brazil's position in important markets as study case graphics and tables show.

KEY WORDS: *tourism marketing, Brazil brand, Watercolour Plan, international tourism marketing.*