

SPORTS EVENTS AND TOURISM DEVELOPMENT IN ILHÉUS -BAHIA-BRAZIL

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The thread of this paper is the study of the relationship between sports and tourism. The objective was to analyze the possibilities of tourism development in the city of Ilhéus, Bahia, through sport tourism in order to verify the level of satisfaction characterizing the visits of the athletes, to know the perception of the stakeholders about the paper of the sport tourism in the promotion of the local development, and to point the potentialities and limits for a proper promotion of sporting events. It was performed an exploratory research with a quali-quantitative approach and its theoretical framework was constructed based on a literature review of secondary sources such as books, thesis, dissertations and articles. The sample consisted of the managers of private companies that promote sport events, the Sport an Tourism Secretaries and the athletes and event participants. The events studied were: the XXV Match of Fishes, 12^a Passage Ilhéus - Pontal and the I Thematic Race Coast of the Cacao. The data showed there was no concern of the local power to establish a relation between sport and tourism in order to combine both secretariats work, taking advantage of sporting the events to make it grow. The studies highlighted the lack of an official calendar of sporting events broadcast. However, it was found economic and social viability of sporting events in relation to the multiplier effects of the tourism, such as increased consumption of goods and services, plus the ability to minimize the effects of seasonal tourism.

KEY WORDS: *tourist development, sports events, Ilhéus - Bahia.*