

TOURIST PERFORMANCE AND EXPERIENCE IN THE TAMBOR DE CRIOULA OF SAO LUIS (MARANHÃO, BRAZIL)

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This article analyses the tourist performance of Tambor de Crioula, expression of Sao Luis, Maranhao. It addresses the relationship between cultural heritage and identity, discussing the transformation of theatrical elements and rituals that popular entertainment. Based on literature research and systematic observation and field, using the notions of cultural hybridity (Canclini: 2000), authenticity (Getz: 2001) and performance theory (Schechner: 2003), it was found that the Tambor de Crioula figure how to re update a memory for specific ethnic groups of visitors, the time it strengthens the ties of belonging to a movement of cultural circularity, exchange and swap, which is strengthened and made concrete through tourism.

KEY WORDS: *identity, memory, tourism, tourism performance, qualitative research, Tambor de Crioula.*