

THE CONTRIBUTION OF EVENTS TOR THE HOSPITALITY SECTOR OF JOÃO PESSOA - PARAÍBA - BRAZIL.

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The event tourism is a segment that has most distinguished itself in the tourism sector. The events sector is becoming more popular in hotels in order that events can boost the hotel sector in particular as regards the search for minimizing the effects of seasonality. Thus, this study examined the contribution of the event for the hospitality of the city of Joao Pessoa. This is a descriptive and as an instrument of data collection was used a questionnaire with open and closed, with the hotels associated with the Convention & Visitors Bureau John Person who had the events sector. At the end of the study concluded that the events sector is a strategic sector for properties and helps to increase profitability and to combat seasonality of lodging facilities. It is also noticed that the hotels had a good structure for holding events both as regards human resources and physical space to achieve them. However, it became clear that the service of A & B most of the hotels in the city of Joao Pessoa fails to generate more revenue for the establishment to allow the client to outsource this service, in this case it is interesting that these means of accommodation standards established in its contract ensuring that the caterer could only be performed by the hotel. To finish it is recommended that this study is the starting point for further studies that could contribute to the development of hotels in Joao Pessoa, and in particular the events sector.

KEY WORDS: *events, hotel seasonality.*