

EVENT TOURISM

An Analysis of the Economic Impact on the Trade of the City of Barretos, Brazil, During the Cowboy Festivities

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This article is the result of a research conducted in the city of Barretos whose aim was to examine whether there is an economic impact on commerce in a retail shopping center and restaurants during the cowboy festivity. It was analyzed whether the local market is benefiting from tourist event. The study was exploratory and a bibliographic survey was conducted in order to build the theoretical foundation. The study was conducted at the local Shopping Center as well as in some other business located in the center of the town. The instruments of data collection were based on a questionnaire and techniques for simple tabulation were included. The results revealed that the presence of visitors during the celebration of the cowboy festivity does not generate economic impact in the retail trade: segment of food, textiles, apparel and foot wears, of furniture and appliances, art pharmaceutical, perfumery and cosmetics.

KEY WORDS: *economic impacts, events, Cowboy Festivity, retail trade.*