

ILHÉUS (BAHIA-BRAZIL) TOURIST IMAGE

A Visitors Perception

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This study aimed to understand the Ilhéus tourist image through their attributes and perceptions. Therefore an attempt is being made to specifically examine the tourism destination image of Ilhéus from the visitors perception in order to identify the main components and conferring makers tourist image of the city and comparatively analyze the image perceived by visitors in high and low season. Method was used descriptive technique of data collection through a non-probability sampling intentional. Perception prevailed in the image of "City of Sun and Sea" and "Cultural City", with strong appeal to "City of Jorge Amado" and "Quiet City and Hospitable". All attributes of maker's tourism image had good acceptance, except utilities, which were considered deficient in almost all attributes, a factor which certainly undermines the image as a whole.

KEY WORDS: *tourist image, marketing, perception, tourism, visitors.*