

URBAN THEATRE AS TOURIST EXPERIENCE
Analysis of the potential of the city of Alcântara, Maranhão (Brazil)

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Analysis of the performing arts as a tool for enhancement of cultural heritage and tourism element of the city of Alcântara, Maranhão. Uses literature, addressing the urban theater as an alternative to the redefinition of the spaces in the city and suscitar element of enriching experiences for both visitors as well as for the residents. The study takes the urban Alcântara as research object, pointing from the memories, stories and local legends, possibilities of artistic interventions and cultural activities to strengthen the fledgling local tourism. The research highlights the need for community involvement in the preparation of thematic tourism products in order to ensure the sustainability of the local heritage.

KEY WORDS: *urban theater, experience, cultural tourism, Alcantara (MA).*