

THE SEW - STRATEGIC EMPOWERING WEIGHED DIAGNOSIS METHOD AS A TOURISM DESTINATIONS ANALYSIS TOOL AND ITS APPLICATION IN ILHÉUS/BA – BRAZIL

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The tourism's studies are incipient compared with other fields. The scientific production is in a development stage due the complexity and specificity of this activity. Therefore, a new diagnosis methodology of tourist destinations was developed and applied as a pilot study in the city of Ilhéus, Bahia, Brazil. This new method, called Strategic Empowering Weighed Diagnosis - SEW is the fusion of two traditional methods of diagnosis, SWOT (Weaknesses, Threats, Strengths and Opportunities) and the Delphi technique. The collection and systematization of data was structured in three stages: a SWOT analysis, followed by the Delphi method and statistical treatments. The analysis was guided by descriptive and explanatory methods. The fusion of the two techniques proved to be feasible and interesting, however there was a deficiency to access the specialists in Delphi analysis. We hope that the study can support the achievement more effective planning, and thereby assist the actions and decisions of managers and civil society organized action plans and regional development projects.

KEY-WORDS: *tourism, planning, SWOT, Delphi, Ilhéus/BA.*