

THE DARK TOURIST OFFER IN RECIFE (PERNAMBUCO - BRAZIL)

A New Way of Practicing Urban Tourism?

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Alternative touristic practices, more creative and innovative, have been increasingly gaining space in the tourism market. In this scenario, themes that arouse the interest of both tourists and residents, such as experiences related to supernatural phenomena, horror, death, cemeteries, and haunting, have become important tools to design new urban tourism products. This trend has been mainly observed over the last decade in Recife (Pernambuco-Brazil), a city where stories of hauntings and urban legends, many of which have been described in the work of the sociologist Gilberto Freyre, permeate the popular imagination. The aim of this research is to discuss how the "dark" touristic offer of Recife can become a new practice of urban tourism. Therefore, locally developed dark tourism products and the respective actors involved were mapped in order to elucidate how they act in formatting, commercializing and rendering of these products. The methodology applied was qualitative case study, employing as data collection techniques such as: documentary research, non-participant observation and semi-structured interviews with the actors related to the offer. This study has demonstrated that stories and legends of hauntings have been theatricalized and formatted under a new urban tourism product, providing differentiated relationships between individuals and the location, which contributes to the rise of a new perspective on the city of Recife and its daily life.

KEY WORDS: "dark" touristic offer, urban tourism, Recife.