

TOURISM OF EVENTS IN THE CITY OF SÃO PAULO (BRAZIL)

Theatrical Performances as Cultural Attractions

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The events are one of the most remarkable dynamics of tourist activity, especially in the biggest world metropolis, such as São Paulo/SP. Its development encompasses several sectors of the economy by stimulating the culture with leisure and entertainment activities. In this perspective, this study presents the contribution of LGBT Theatre, which has been promoted during the LGBT Pride Parade. As a method, an exploratory and comparative research of qualitative nature has been used, based on the Guia Gay São Paulo Website. To do so, nineteen LGBT thematic performances advertisements published prior to the 2017 Pride Parade and twenty-two others prior to the 2018 Pride Parade, have been analyzed. As a result, it has been noted that the spectacles reflect the demand of public and tourism for which the mega event is produced, though, heavily concentrating on thematic performances aiming for the male homosexual public, rather than other gender identities as lesbians, for instance. Moreover, it was identified that the sites which hosted the performances were of easy access to the public; near Paulista Avenue and in the region of República, which is known as the LGBT ghetto in São Paulo. It has also been concluded that the parade generates many positive impacts to the city of São Paulo, mostly by the promotion of LGBT culture that is made available to the general public, for a little over a month, including the preparation period and the events themselves, enhancing the local cultural tourism product.

KEY WORDS: *Tourism of events, culture, theater, LGBT Pride Parade.*