

OVERCOMING THE SEASONAL TOURISM

Planning the Event Management and Integrated Marketing Communication

Fabricia Durieux Zucco
Universidad del Vale do Itajaí, Brasil
Universidad Regional de Blumenau, Brasil
Sergio Luiz do Amaral Moretti
Escola Sup. de Propaganda e Marketing
São Paulo, Brasil
Fernando Cesar Lenzi
Universidad del Vale do Itajaí
Santa Catarina, Brasil

Seasonality is one of the challenges to be overcome in the tourist industry. In order to minimize the negative impacts of this phenomenon, many cities have adopted in their planning, the strategy of holding events. Such a solution has been found effective in attracting tourists, in building the image of the destination and, therefore catalyzing regional socioeconomic development. This article aims at highlighting this issue by presenting the case of the Brazilian Beer Festival, now in its fourth edition in 2012, successfully held in the city of Blumenau (SC). A qualitative research was used with in-depth interviews gathering managers in order to obtain empirical information about the relationship between the management of the event and IMC. The results showed that the organizers adopted a synergistic operation management of the event itself and as well as the IMC principles. Channels of communication were developed with all parts involved from the identification of the most appropriate tools to the context in which they had been working on. The association between the image formation and promoting the destination was mediated by different forms of media, with emphasis on the heavy use of the internet.

KEY WORDS: *events tourism, seasonality, integrated marketing communication, Blumenau Beer Festival (SC / BR)*