LUMEN ET VIRTUS
ISSN: 2177-2789

THE IMPORTANCE OF TOURIST ANIMATION: A DESCRIPTIVE ANALYSIS OF BRAZIL

https://doi.org/10.56238/levv16n47-044

Submitted on: 16/03/2025 **Publication date:** 16/04/2025

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ABSTRACT

Tourist entertainment plays a crucial role in the economic and social development of Brazil's tourist regions. This study investigated its importance in the Brazilian context, analyzing forms, economic benefits, diversification of the regional economy, infrastructure strategies, professional training, environmental preservation, community involvement, use of technologies and challenges of the sector. In addition, he proposed strategies to promote the sustainable development of tourist entertainment in Brazil. The results show the need for investments in infrastructure, professional qualification and environmental awareness, in addition to the use of technologies to enrich the tourist experience. Collaboration between the public and private sectors and the local community is essential for the success of tourism entertainment and the achievement of the sustainable development goals. The methodology adopted involved qualitative research based on a literature review, focusing on the period from 2016 to 2023. The systematic review used databases such as Scopus, Web of Science and Google Scholar, selecting articles that address definitions, types, benefits, challenges and trends in tourism animation, especially in Brazil. The analysis of the publications, organized into thematic categories, revealed economic, social, cultural and environmental implications of tourist entertainment. This study contributes to the advancement of academic knowledge and the improvement of practices in the Brazilian tourism sector, reinforcing the importance of coordinated actions for sustainable development.

Keywords: Tourist animation. Economic benefits. Hospitality.

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INTRODUCTION

Through a variety of activities offered, such as cultural, sporting and recreational events, tourist entertainment seeks to provide memorable experiences to tourists. In addition, this practice aims to promote interaction between visitors and the local environment, thus stimulating the involvement of tourists with the culture, history and nature of the destination.

One of the main characteristics of tourist entertainment is the diversity of activities available to visitors. This variety allows it to cater to the different preferences and interests of tourists, ensuring that everyone can enjoy an enriching experience during their stay in the destination. Through participatory and engaging activities, visitors are encouraged to actively engage in the experiences offered, becoming an integral part of the animation process.

In addition to the social and cultural benefits, tourist entertainment also brings significant economic advantages to destinations. By offering a wide range of attractive activities, this strategy contributes to increasing the length of stay of visitors in the destination. This results in an increase in tourist spending on lodging, food, transportation, and local shopping. In this way, by promoting thematic events and festivals, tourist entertainment stimulates local consumption and boosts the economic development of the receiving communities.

The relationship between tourist entertainment and the preservation of cultural and natural heritage is a relevant aspect to be considered. Through the promotion of activities that value and highlight tourist resources, this practice contributes to the conservation of these resources. By engaging visitors in authentic and educational experiences, tourist entertainment sparks interest in the history, culture and nature of the destination, thus encouraging its protection and preservation.

The implementation of tourist entertainment faces several challenges. One of the main ones is the need for training of the professionals involved in this activity. It is essential that these professionals have technical knowledge and specific skills to plan, organize and execute animation activities efficiently. There are numerous successful examples of tourist entertainment in national and international destinations. Strategies such as themed festivals, outdoor concerts, guided tours, and cultural workshops have been successfully adopted in different places around the world. These initiatives have achieved positive results, increasing the number of visitors, extending the length of stay in the destination and stimulating local economic development.

The general objective of this study is to analyze and describe the importance of tourist entertainment in Brazil. In addition, it seeks to: identify the different forms of tourist entertainment in Brazil; evaluate the economic and cultural impacts in the regions; and discuss the main challenges, proposing strategies for the sustainable development of this practice.

THE IMPORTANCE OF TOURIST ENTERTAINMENT FOR THE HOTEL SECTOR

The main characteristics of tourist entertainment include direct interaction with tourists and the offer of leisure and entertainment activities. Direct interaction occurs through the active participation of tourists in the proposed activities, allowing them to experience unique experiences during their stay in the destination. Leisure and entertainment activities, on the other hand, cover a wide range of options, such as concerts, shows, guided tours and sports activities, which aim to meet the different interests and preferences of visitors (Cordeiro; Pordeus, 2022).

This passage describes the essence of the tourist experience, which is based on direct interaction with visitors and the provision of a variety of leisure and entertainment activities. Direct interaction occurs when tourists actively participate in the proposed activities, which allows them to experience unique moments during their stay at the site. As for the activities offered, they cover a wide range of options, such as concerts, shows, guided tours and sports activities, in order to meet the different preferences and interests of visitors, providing a more complete and satisfactory tourist experience.

In the context of tourist entertainment, there are different types of activities that can be offered to tourists. The shows and spectacles are examples of cultural animation, which aim to present aspects of local culture through artistic performances. Guided tours, on the other hand, allow tourists to explore the attractions of the destination accompanied by specialized guides. In addition, sports activities are also popular, providing visitors with the opportunity to enjoy sports and outdoor activities.

Tourist entertainment brings several benefits to tourists. In addition to providing moments of fun and entertainment during the trip, tourist entertainment also offers visitors the opportunity to get to know the local culture. Through the proposed activities, tourists can experience traditions, customs and typical gastronomy of the destination, enriching their travel experience and promoting greater understanding and respect for the local culture.

However, professionals working in this area face significant challenges. One of the main challenges is the need to create attractive programs adapted to the preferences of tourists. For this, it is essential to know the profile of visitors and be up to date on trends in

the tourism market. In addition, it is necessary to ensure that the proposed activities are safe, sustainable, and aligned with the cultural values of the destination.

The current trends in the area are related to the use of digital technologies to offer more immersive and personalized experiences to visitors. Through virtual reality, for example, it is possible to create virtual simulations that allow tourists to explore destinations even before traveling. In addition, the use of mobile applications and online platforms facilitates communication between tourism animation professionals and tourists, allowing for greater interaction and personalization of activities (Pinheiro, 2018).

The training of professionals who work in the area is important to ensure a quality and satisfactory service for tourists. It is necessary that these professionals have technical knowledge and specific skills, such as cultural animation, event management and interpersonal communication. In addition, the training should also address topics related to sustainability, professional ethics and safety, aiming to provide positive and responsible experiences to visitors.

Tourist entertainment plays an indispensable role in attracting and retaining customers in the hotel sector. By offering a variety of activities and entertainment to guests, hotels are able to create a differentiated experience, making them more attractive to tourists. In addition, it contributes to the creation of a relaxed and fun atmosphere, which can be an important differential in the choice of the hotel by customers (Headboard; Edwards; Morais, 2019).

During off-season periods, hotel occupancy tends to decrease significantly. However, tourist entertainment can be an effective strategy to increase this occupation. By offering exclusive activities and special programs during these periods, hotels such as the Copacabana Palace, in Rio de Janeiro, and the Tivoli Ecoresort, in Bahia, are able to attract a greater number of guests. For example, these hotels host food festivals, wellness workshops, and themed cultural events, allowing visitors to enjoy unique experiences while making the most of their facilities and services, even outside of peak season.

The integration of tourist entertainment activities into the services offered by hotels not only strengthens their competitive position, but also contributes to the diversification of the customer experience. Hotels such as the Belmond Hotel das Cataratas, in Foz do Iguaçu, and the Txai Resort, in Itacaré, are examples of establishments that have successfully adopted this strategy. Belmond Hotel das Cataratas offers exclusive guided tours of Iguaçu National Park, allowing guests to explore the falls at different times, away from the crowds. The Txai Resort promotes cultural events such as capoeira performances

and local handicraft workshops, providing an authentic and immersive experience that connects visitors to Bahian culture and the local community.

In addition to attracting and retaining customers, these tourist experiences also have the potential to improve the guest experience and make their stay unforgettable. Through recreational activities, live shows, theme parties, and other entertainment options, hotels are able to provide unique moments to their guests, creating positive memories that will be associated with the hotel's brand.

The offer of tourist entertainment services also adds value to hotels, making them more competitive in the market. By providing a wide range of activities for guests to enjoy during their stay, hotels stand out from the competition and position themselves as well-rounded destinations that cater to the different needs and interests of tourists.

It is essential for hotels to offer a variety of tourist entertainment activities to cater to the different preferences and interests of guests. While some may prefer more relaxing activities such as yoga classes or SPA sessions, others may be looking for adventure and extreme sports. Therefore, it is important that hotels have a diversified program, with options for all tastes (Silveira, 2021).

In addition to benefiting individual hotels, tourist entertainment also plays an important role in promoting the destination as a whole. By offering activities that encourage guests to explore local attractions, hotels contribute to the development of tourism in the region, generating a positive impact on the local economy and strengthening the image of the destination as a whole.

METHODOLOGY

The methodology adopted to investigate the importance of tourist entertainment in Brazil involved a qualitative approach based on bibliographic research, focusing on the period from 2016 to 2023. This study sought to analyze and synthesize information available in reliable sources, such as scientific articles and relevant documents on the subject, published between 2016 and 2023.

Initially, a systematic review of the literature was carried out using academic databases such as Scopus, Web of Science and Google Scholar, as well as virtual libraries and websites specialized in tourism. Publications that address various aspects of tourism animation, including its definition, types, benefits, challenges and trends, were selected and analyzed, both on a global scale and with a specific focus on the Brazilian context (Chart 1).

Table 1 – Selection criteria

Selection Criteria	Description
Relevance of the Title	Evaluation of the relevance of the title to the theme of tourist entertainment in Brazil.
Abstract Quality	Prioritization of abstracts that clearly align with the research objectives and the analysis period (2016 to 2023).
Full Content	Inclusion of works with complete, accessible content and reliable sources.
Publication Period	Inclusion of works published between 2016 and 2023.

Source: prepared by the authors.

The exclusion and inclusion criteria can also be observed (Chart 2).

Chart 2 – Inclusion and exclusion criteria

Exclusion Criteria	Description
Duplicity	Exclusion of duplicate jobs to avoid redundancies in parsing.
Irrelevant Title	Exclusion of works whose title is not directly related to the theme of tourist entertainment.
Inappropriate Summary and Content	Exclusion of papers with abstracts that do not show relevance to the theme or content that is not aligned with the research objectives.

Source: prepared by the authors.

For data collection and analysis, critical reading and interpretative synthesis techniques were used. The relevant information was extracted and organized according to the thematic categories identified during the literature review process. The analysis of the data allowed a comprehensive and in-depth understanding of the importance of tourist entertainment for Brazil, highlighting its economic, social, cultural and environmental implications over the period from 2016 to 2023.

It is important to note that this study focused on providing a comprehensive and up-to-date view of the importance of tourist entertainment in Brazil, based on information available in the specialized literature published between 2016 and 2023. The results obtained aim to contribute to the advancement of academic knowledge and to the improvement of practices in the Brazilian tourism sector.

ROLE OF THE HOTEL PROFESSIONAL IN TOURIST ENTERTAINMENT

The role of the hotel professional in tourist entertainment is extremely important to ensure the fun and entertainment of guests during their stay. One of the main responsibilities of this professional is the planning and organization of activities that meet the interests and expectations of tourists. This involves selecting leisure options, such as tours, cultural and sporting events, as well as creating themed programs that can appeal to different audiences. In addition, the professional must be aware of the logistics of these activities, ensuring that all the necessary resources are available and that the schedules are adequate for the participation of guests (Cordeiro; Pordeus, 2022).

Another responsibility of the hospitality professional in tourist entertainment is to create a welcoming and friendly environment for tourists. This includes everything from the warm welcome at check-in to the care with the details of the decoration and ambiance of the hotel's common spaces. For example, the Hotel Fasano, in São Paulo, stands out for its warm welcome and attention to detail in the ambiance of the spaces, with sophisticated décor and personalized service. Similarly, the Pestana Rio Atlântica in Rio de Janeiro provides a welcoming experience with attentive staff and décor that reflects Rio's vibrant culture. By creating a positive atmosphere, these hotels contribute to providing a memorable experience for guests, making them feel welcome and comfortable throughout their stay.

The ability of the hotel professional to deal with different tourist profiles is essential for the success of tourist entertainment. Each group or individual has specific preferences and needs, and it is up to the professional to adapt the activities according to these characteristics. For example, Hotel Unique, in São Paulo, demonstrates this adaptability by offering differentiated programs to its various clienteles. For families with children, the hotel hosts cooking workshops and recreational activities in the pool area, ensuring that the little ones have a good time while their parents relax. On the other hand, for elderly guests, quieter activities are offered, such as yoga sessions and walks through the hotel's gardens, promoting a relaxing and pleasant atmosphere (Guest Reservations, c2024).

Likewise, Mavsa Resort, also in São Paulo, stands out in customizing its offers to meet the specific interests of the groups. For those looking for adventure, the resort offers activities such as tree climbing and zip lining. For food lovers, it offers exclusive culinary experiences, with workshops led by renowned chefs and tasting events for local dishes. This ability to adapt and customize activities allows the hospitality professional to meet the diverse needs of guests, providing a more enriching and satisfying experience.

Efficient communication on the part of the hotel professional in tourist entertainment is essential to ensure the participation of guests in the available activities. It is necessary to convey clear information about the times, locations and details of the activities, as well as to encourage guests to participate actively. To do this, the professional must use different communication channels, such as bulletin boards, hotel social networks, and personal interactions during the stay (Silva, 2022).

The ability of the hotel professional to solve problems and deal with unforeseen events during tourist entertainment activities is crucial to ensure the smooth running of the activities and the satisfaction of guests. It is possible that unexpected situations may occur, such as weather changes that prevent an outdoor activity from being carried out or

technical problems in equipment used in the activities. In these cases, the professional must act quickly and efficiently, seeking viable alternatives to circumvent the situation and minimize the negative impact on the guest experience (Cabeceiro; Edwards; Morais, 2019).

The hospitality professional plays a key role in assessing guest satisfaction with activities. This process starts with collecting data through satisfaction surveys and individual *feedback*, which offer direct insights into the guest experience. Additionally, analyzing indicators such as activity participation rate provides valuable insights into which events are attracting the most interest and which may need adjustments. For example, if a hotel observes that cooking activities have a high participation rate, but that water sports sessions are receiving less engagement, this may indicate a need to review or diversify water sports-related offerings.

Based on this information, the professional can propose adjustments and improvements in tourist entertainment programs. For example, if the *feedback* reveals that guests would like more options for evening activities, the hotel may consider introducing events such as theme nights or live performances. If the data shows a growing demand for authentic local experiences, the hotel can increase the frequency of workshops and cultural tours. This ongoing process of evaluation and adjustment allows the hospitality professional to better meet customer expectations, providing an experience that is more aligned with their interests and preferences, and ensuring overall guest satisfaction.

Tourist entertainment is a widely used strategy to attract and entertain tourists during their travels. Among the different types of tourist entertainment, cultural entertainment stands out. This form of animation involves activities related to local culture, such as visits to museums, festivals, and cultural events. Through these experiences, tourists have the opportunity to get to know and experience the cultural richness of the destination visited (Sousa, 2022).

Another type of tourist entertainment is sports entertainment. This modality includes sports and adventure activities, such as hiking, climbing and cycling tours. Through these activities, tourists can explore the natural beauty of the destination while exercising and having fun outdoors.

In addition to these activities, some destinations offer specialized experiences, such as *rafting* on fast rivers, ziplining in tropical forests, and even diving in coral reefs. For example, at a mountain resort like Palladium Hotel Group, located in Serra da Estrela, guests can participate in climbing and hiking activities, exploring the natural beauty of the region. In coastal destinations such as the Pousada de Estalagem do Mar in Portugal, visitors can enjoy bike rides along the coast and swims in crystal-clear waters.

According to the Vila Galé Cumbuco Hotel in the state of Ceará, the resort offers several leisure and entertainment options, including exciting buggy rides through the dunes, nautical sports activities, nightly entertainment with shows and dances, recreational programs for children and excursions to the city of Fortaleza.

These sports entertainment experiences allow tourists not only to stay active and healthy, but also to experience and interact with nature in a dynamic and exciting way. Through these activities, tourists have fun outdoors, explore the natural beauty of the destination, and create lasting memories while connecting with the environment around them.

In addition, we have the gastronomic animation, which focuses on local cuisine and offers unique gastronomic experiences to tourists. This modality allows visitors to explore the richness of regional flavors and engage directly with the local culture through food. For example, the Hotel Ponta dos Ganchos, in Santa Catarina, offers a gastronomic immersion with its exclusive beachfront dining experience, where guests can taste dishes prepared with fresh and local ingredients, while enjoying a breathtaking view (Ponta dos Ganchos, c2020).

Another example is the Balthazar Hotel in Rio de Janeiro, which promotes regular events such as Brazilian cuisine theme nights, where renowned chefs prepare traditional dishes and guests can participate in tastings and culinary workshops. In addition, the Hotel Tivoli Ecoresort Praia do Forte, in Bahia, offers local cooking workshops and live cooking experiences, allowing visitors to learn how to prepare typical dishes of Bahian cuisine, such as moqueca and acarajé.

Another relevant type is environmental animation, which promotes environmental awareness and offers nature-related activities. This type of entertainment includes trails in preserved areas, bird watching, and walks in nature reserves, providing tourists with a deeper connection with the environment and encouraging the preservation of nature.

An excellent example is the Kaya Forest Resort, located in the Atlantic Forest, which offers guided trails through preserved areas and birdwatching activities. Guests can explore the rich biodiversity of the region, learn about the local flora and fauna, and participate in environmental volunteer programs.

Pousada do Sandi, in Paraty, Rio de Janeiro, promotes ecological tours in partnership with specialized local guides. Visitors have the opportunity to explore the rich vegetation of the region through walks in nature reserves, in addition to participating in activities aimed at environmental education, such as workshops on sustainable practices and nature conservation.

Social entertainment is another important form of entertainment for tourists. It involves social interactions between tourists and locals, such as theme parties and cultural gatherings. These activities provide visitors with the opportunity to meet local people, learn about their traditions and customs, and experience the culture in a more authentic way (Silva, 2023).

Educational entertainment is a modality that aims to provide knowledge to tourists through guided tours of historical sites or educational lectures. This form of animation allows visitors to learn about the history and cultural heritage of the destination, enriching their sightseeing experience.

An example is the Hotel das Cataratas, in Foz do Iguaçu, which offers guided tours of the Iguaçu Falls with detailed information about the geological formation and ecological importance of the region. The guides provide an educational experience by sharing knowledge about the local biodiversity and the history of the area.

A similar example can be found at the Hotel Belmond Copacabana Palace in Rio de Janeiro, which offers its guests the opportunity to participate in guided tours of the iconic building and its surroundings. Guests can learn about the hotel's Art Deco architecture, the history of the Copacabana region, and the building's cultural importance in Rio de Janeiro society. In addition, the hotel organizes lectures and cultural events that provide an in-depth look at the history and traditions of Brazil. These educational activities not only enrich tourists' knowledge of the destination but also allow for a deeper connection with the local culture and heritage, making the tourist experience more meaningful and memorable.

PLANNING OF TOURIST ENTERTAINMENT AND THE PREPARATION OF SCHEDULES AND ITINERARIES

The planning of tourist entertainment plays an indispensable role in the success of a tourist destination. Through proper planning, it is possible to identify and explore local resources and potential, providing unique experiences to visitors. In addition, planning allows for the definition of clear objectives and goals, which must be realistic and measurable, in order to guide actions and ensure satisfactory results.

One of the essential stages of planning tourist entertainment is the identification of local resources and potential. This involves a thorough analysis of the destination, taking into account aspects such as natural, cultural and historical attractions. This identification allows the creation of activities that value these resources, thus promoting an authentic experience for visitors (Pinheiro, 2018).

The definition of objectives and goals is another fundamental step in the planning of tourist entertainment. It is important to set realistic and measurable goals that can be achieved within the established timeframe. This allows you to direct actions efficiently, ensuring that efforts are aligned with the expected results.

In the process of planning tourist entertainment, it is essential to carry out a detailed analysis of the tourist market. This includes identifying the profile of visitors, their specific preferences and demands. This analysis enables the development of activities that meet the expectations of visitors, making the destination more attractive and competitive.

The selection of tourist entertainment activities is also an important step in planning. It is necessary to take into account the interests of visitors, as well as the characteristics of the destination. In this way, it is possible to offer a variety of options that meet the different preferences of tourists, contributing to the diversification of the tourist offer (Cordeiro; Pordeus, 2022).

The preparation of a schedule is essential in the planning of tourist entertainment. This schedule aims to organize activities over time, avoiding scheduling conflicts and ensuring the realization of the planned actions. In addition, the schedule allows for better management of available resources, thus optimizing the development of activities (Dantas, 2016).

In the context of tourism entertainment planning, it is essential to consider integration with other tourism-related initiatives and sectors. Collaboration with government agencies, local companies, communities, and educational institutions can enrich the planning process, bringing different perspectives and expertise to the design and execution of activities.

Evaluation and monitoring are essential steps in the planning of tourist entertainment. Through these processes, it is possible to monitor the results achieved and identify possible adjustments that may be necessary. Evaluation and monitoring allow a critical analysis of the actions carried out, contributing to the continuous improvement of planning and ensuring the success of tourist entertainment.

The planning of tourist entertainment plays an indispensable role in the success of a tourist destination. Through the identification of local resources, definition of realistic objectives and goals, analysis of the tourism market, selection of appropriate activities, preparation of an efficient schedule and constant evaluation of the results achieved, it is possible to provide memorable experiences to visitors and promote the sustainable development of the destination (Pereira, 2017).

It is worth mentioning the importance of sustainability in the planning of tourist entertainment. When developing and implementing animation activities, it is essential to consider the principles of sustainability, aiming to minimize negative impacts on the environment and local communities, and to promote responsible practices that contribute to the preservation of natural and cultural resources. In this way, the planning of tourist entertainment not only aims to meet the demands of visitors and promote economic growth, but also seeks to ensure the preservation and conservation of the destination in the long term, providing lasting benefits for future generations.

The preparation of schedules and itineraries plays an indispensable role in tourist animation, as these tools help in the organization and planning of activities. By establishing a schedule, it is possible to set deadlines and dates for the completion of each stage of the project, ensuring that all tasks are completed within the allotted time. In addition, the elaboration of itineraries allows the creation of a logical sequence of events, providing a more fluid and coherent experience for tourists (Pinheiro, 2018).

When preparing a schedule or itinerary for tourist entertainment, it is necessary to consider several elements. First, it is essential to define clear and specific objectives for the project, identifying what is intended to be achieved with the proposed activities. In addition, it is important to analyze the target audience of tourist entertainment, taking into account their characteristics and preferences to adapt the activities according to their needs.

The steps involved in the preparation of a schedule or itinerary for tourist entertainment are diverse. Initially, it is necessary to carry out a detailed survey of the relevant information for the project, such as available resources, budget constraints, and established deadlines. Next, it is necessary to define the activities that will be carried out during the tourist entertainment and establish their logical sequence. It is also important to determine the estimated duration of each activity and identify possible dependencies between them.

There are several techniques and tools available to assist in the preparation of schedules and itineraries for tourist entertainment. One option is the use of specialized software, which allows the creation of detailed schedules and graphical visualization of activities. In addition, electronic spreadsheets can also be used to organize information in a structured way and facilitate the monitoring of the progress of activities (Pereira, 2017).

For example, Hotel Ponta dos Ganchos, in Santa Catarina, conducts regular updates to its activity itineraries to meet guest preferences and weather conditions. If an outdoor activity, such as kayaking or scuba diving, needs to be canceled due to weather, the hotel

quickly adjusts the schedule to include alternative activities, such as cooking classes with local ingredients or SPA sessions (Ponta dos Ganchos, c2020).

Another example is Hotel Unique, in São Paulo, which adapts its itineraries and events based on continuous *guest feedback* and market trends. If interest in dining experiences increases, the hotel can reorganize its offerings to include more themed dinners or introduce new chefs and menus inspired by emerging customer preferences (Guest Reservations, c2024).

These adjustments ensure that the tourist entertainment remains relevant and attractive, providing a positive experience that is tailored to the expectations of tourists, even in the face of unexpected changes or new demands.

A good preparation of schedules and itineraries can bring several benefits to tourist entertainment. First, it contributes to increased operational efficiency, as it allows for a better organization of activities and optimization of available resources. In addition, careful elaboration of these tools results in an improvement in the quality of services provided to tourists, providing a more satisfactory experience. A well-structured schedule increases customer satisfaction by ensuring that all activities are carried out within the established deadline (Sousa, 2022).

There are several practical examples of success in the preparation of schedules and itineraries for tourist entertainment. A real case is that of the Belmond company, which has implemented a system of schedules and detailed itineraries for its tourist activities in various destinations. With this, the company was able to significantly improve the organization of its teams, avoiding schedule conflicts and ensuring that all activities were carried out as planned. As a result, there has been an increase in operational efficiency, as well as an improvement in the quality of services provided to customers.

FINAL CONSIDERATIONS

Tourist entertainment is a vital component for the economic and social development of tourist regions in Brazil. By offering a variety of activities and entertainment, this practice attracts visitors and increases revenue generation for local businesses. In addition, tourism entertainment plays an important role in diversifying the regional economy, helping to reduce dependence on specific sectors and drive sustainable growth.

The success of tourist entertainment depends, to a large extent, on the available infrastructure and the continuous training of the professionals involved. Collaboration between the public and private sector is essential to ensure that the activities offered are of high quality and meet the expectations of tourists. Investments in infrastructure and

specialized training are necessary to provide memorable and satisfying experiences to visitors.

In addition to the economic impact, tourist entertainment must be planned with a focus on sustainability, to ensure that the activities promote the preservation of the destination's natural and cultural resources. The active participation of the local community is crucial in this process, as it not only strengthens the bonds between residents and visitors, but also enriches the tourist experience, making it more authentic and meaningful.

Emerging technology offers new opportunities to personalize and enhance tourism experiences, making them more engaging and tailored to individual tourist preferences. However, it is important that the human element continues to be valued, as direct interaction with tour guides, local artists, and the community is what truly differentiates and enriches the visitor experience.

Tourism animation is a powerful tool to promote tourism in Brazil, but it requires careful planning and an integration of sustainable practices to maximize its long-term benefits. As traveler demands and market trends evolve, the industry must continue to adapt and innovate, ensuring that destinations offer unique and enriching experiences that value both tourists and local communities.

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