



Animação turística em estádios europeus de futebol: possibilidade de uso dos legados de megaeventos esportivos [

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Analítica

Currently, discussions involving the theme 'legacy of sports mega-events' gain space in Brazil, with the realization of FIFA World Cup 2014 and the Olympic Summer Games Rio 2016. The football stadiums, mega events legacies, are criticized, considered expensive and useless. The objective of this study was to analyze the tourist entertainment experiences in football stadiums in Europe, with a view strategies that promote non-formal education activities through the use of such equipment. The qualitative research, we used the bibliographic, documental and intervention-based field in the participant observation method in the following stages: Estádio da Luz (Portugal); Dortmund (Germany); San Siro (Italy) and Camp Nou (Spain). Discusses how the tourist animation process implemented in stages, can contributed to maintenance and visibility thereof, and the possibility of use by the population, visitors, national and international tourists in the period not used for sports competitions

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