

ESPORTE CLUBE BAHIA AS A POTENTIAL ATTRACTION FOR THE SPORTS TOURISM IN SALVADOR-BA

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SUMMARY

This article aims to analyze Esporte Clube Bahia's potential to be an attractive of the sports tourism segment in Salvador. Thus, part of a documentary research and bibliographical, gathering information about sports tourism, existing examples and about the club, to analysis and discussion of the topic, analyzing its capacity. Concluding that Bahia has a structure and potential to become an attractive city, but the lack of strategy and focus with parts interested parties, such as the public sector and the tourist trade, means that this is not used by this area.

Keywords: Sports tourism. Tourist attraction. Football. Arena Fonte Nova.

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1 INTRODUCTION

Esporte Clube Bahia is considered an important moment in the sports scene national, present in the main competition of the region, with a large fan base and having a good structure, containing two of its own training centers, with games being held at Arena Fonte Nova, a World Cup stadium integrated into a public-private partnership, also hosting some games of the women's team at Pituaçu Stadium.

In addition, the club also has a museum in Fonte Nova and shops spread across shopping malls in Salvador and the state of Bahia. The Sports headquarters Clube Bahia is located in Salvador, one of the main tourist cities in the Brazil, which attracts visitors from all over the world in search of diverse experiences and attractions. The growth of tourism in the city highlights the need for new and special experiences for tourists. With the club based in Salvador, the first capital of Brazil and a highly touristic city, recognized for its rich culture, history and natural beauty, tourism plays a significant role in the local economy, generating income and employment, and acting as a vector for social transformation.

Despite all this relevance of Bahia as a local club and its strength in national sports scene, this is not yet explored as a tourist attraction Salvador and does not appear in the city's itineraries. Thus, this research arises to fill a gap in the national academic literature on the potential of Esporte Clube Bahia for tourism. Most studies focus on times in the southeast from Brazil or in foreign clubs like Barcelona. This question is a little explored in the academy, a problem arises: EC Bahia has the potential to act as a sports tourist attraction for the city of Salvador? The hypothesis is that the ECB can become a tourist attraction to promote the sports tourism segment of Salvador. Thus, this article uses documentary and bibliographical research gathering information for analysis and discussion of the topic.

The article's general objective is to analyze the potential of Esporte Clube Bahia to be an attraction in the sports tourism segment in Salvador. Its objectives specific are to characterize tourism and segment sports tourism, identify present the relationship between football and tourism, present cases of times when

tourist attraction in the world and in Brazil, and raise the history, importance and significance the potential of Esporte Clube Bahia as a tourist attraction.

Finally, this article is divided into five parts: introduction; tourism sports and football; clubs as attractions; Bahia sports club as attractions and final considerations. Thus, a literature review on tourism is developed sports and football tourism in the next section.

2 SPORTS TOURISM & FOOTBALL

Sports tourism dates back to Ancient Greece, despite the relationship between sport and tourism is as old as its origin, it is only formalized as a business and tourist activity in the 20th century. (Rosa, 2013). The Olympic Games ancient is the great precursor of this, with contemporary sports tourism being influenced, mainly by the elitist form of tourism that was done before the century XX (Boyer apud Rosa, 2013).

Artistic tourism for sport is boosted by the growth of culture sports, the propagation of sports practices and the benefits associated with them, along with the large investment made by sports companies and other sectors involved with the sports market, in addition to globalization and the consequent growth popularity of major sporting events such as the (modern) Olympic Games, World Cup, Winter Games, etc. (Brazil, 2006).

Romano (apud Borges, 2019) also points out how tourism appropriates and take advantage of these sporting events to develop tourism segments in region, going beyond the segments of sport. Thus, it uses the terms apparently to refer to the area, calling it "sports tourism", "sports tourism sport" or "sports tourism". The Brazilian Government has already presented a definition for this type of tourism, where it says that "Sports Tourism comprises the activities tourist activities resulting from the practice, involvement or observation of modalities sports." This meaning is still influenced by its origin, the ancient practice

to go and watch the Olympic Games, encompassing current travel practices to go to sports activities and involving participation in competition, observation and practice (Brazil, 2006).

Due to its characteristics, this presents some advantages for the implementing, managing to stimulate other tourist segments in the receptive area, since it allows tourists to have free time to visit other attractions and consumption of other products that do not directly belong to this practice sports. Furthermore, these practices, excluding the case of the Winter Games, do not a specific climate is required for it to happen, and it can occur at any time season of the year, enabling the city to distribute an annual calendar for these events, with the existence of events and sports calendars promoting the delivery and certainty of events throughout the year (Brazil, 2006).

According to the report by Juliana Pio (2024), with information brought by The World Tourism Organization (UNWTO), the Sports Tourism sector is expected to reach the delivery of around 1.8 trillion dollars worldwide by the year 2030. This value is driven by some factors, such as the realization of several sporting events and mega-events until then, which have gained momentum in recent years, such as such as the 2024 Paris Olympics, the 2024 Copa América and the World Cup male in 2026. She continues saying that the area is currently responsible for 10% of the world's existing tourism traffic and, in addition, it is expected to have a growth of 17.5% between 2023 and 2030.

The growth of the area goes beyond events, with global organizations realizing the opportunity that the growth of this market offers to same, including with the UNWTO and the Union of European Football Associations (Uefa) closing a partnership in 2022 to promote sports tourism in Europe, understanding that the two areas have shared values that favoring collaboration between them and contributing to the development and opportunities for all citizens, especially young people (Fernandes, 2022).

UEFA President Aleksander Eferin says how tourism and football are areas that complement each other in a unique way, with sport being the most popular of world and contributing massively to promoting movements across Europe, contributing to host countries and cities (Fernandes, 2022). This continues

saying that “(...) most importantly, football offers the times and fans the chance to travel the world, discover new destinations and cultures. (...)”.

UNWTO (sd) highlights how tourism and sports are interconnected and complementary, highlighting the importance that this area does not only have to be the main factor that promotes travel, but as it is ending as one of the factors that are sought after by travelers at their destination, even if it does not have traveled with this objective.

Brazil will gain specialized agencies in the sector, led by Brazilians' growing habit of having sports as a fundamental part, of intense and daily presence in everyday life, with the use of leisure time being often linked to sport, whether through practice, conversation or following the subject, through television, going to matches or other means (Caravaggi, 2023). According to Caravaggi (2023), almost 20% of Brazilians indicated that they wanted to travel to participate in sporting events, both national and international. as international.

Despite this growth and great potential that sports tourism presents, with its advantages over other practices, offering a possibility of moving the location even during low season, segment is still little used and explored by the public authorities, the market and even even on a global scale, with the subject being little explored. The article presents some data from the Ministry of Tourism, with information taken from the Yearbook Tourism Statistics 2020 - Base Year 2019, in which the publication says that 2.4% of foreigners who arrived in Brazil in 2019 came with the objective main reason for your trip to practice sports tourism (Poder360, 2023).

Analyzing the state of Bahia, the state's public authorities take advantage of this potential to also encourage sports tourism in the state, being one of the most sought-after destinations for practicing sports in the country, offering infrastructure and natural conditions suitable for various sports, attracting athletes, fans, companions and various types of visitors to your location (BAdevalor, 2023).

The Bahia Tourism Department is one of the main investors in the area around here, with the same supporting several sporting events to move the state sports calendar, taking advantage of the potential of Chapada and promoting sporting events in the same way as hosting one of the stages of the Mountain Races in Igatu and sponsoring the Bahia Jet Tour, which held a circuit along the state's coastline passing through places such as Mangue Seco, Barra do Jacuípe and Salvador (Bahia, 2023).

The City of Salvador follows the same trend, investing in the segment in the capital and even promoting the construction of a sports calendar in the city, with the latest released going from mid-2023 to July 2024 with events that have already were being enhanced and other new developments that were supported by the city hall. Its objective is to move the entire city, generating employment and income for the population (Pope; Araújo, 2023).

The activities of the sports tourism calendar in Salvador are organized by the Salvador Tourism Company (Saltur), linked to the Department of Culture and Tourism (Secult) with the focus of boosting the capital, combating the tourist seasonality that there is focused on summer with the sun and beach, so that in addition to sports tourism, the same enjoy the culture, music, gastronomy and historical heritage (Salvador, 2023).

The city hall also indicated in April 2024, the construction of an arena sports in the city, to make up for the loss of the Balbininho gym and return the capital a large-scale equipment for sports and events in the city, having the city a new sports center involves national sports competitions, and international (NewsBA, 2024).

3 FOOTBALL TOURISM

Football and tourism are two areas that in normal situations would not be addressed. connect, but currently, both themes present a wide field to be study, explore and market potential, especially when realizing

how countries are realizing how the modality can be a potential tourist, and the lack of benefit from this results in the loss of economic and social wealth for everyone (Borges, 2019).

In numbers, in 2021 the sport generated around 5 billion dollars only with the transfers of Brazilian players. According to the Confederation Brazilian Football Association (CBF), the country moved around 53 billion in the same year reais, which represents just under 1% of the country's GDP (Portal NE45, 2022).

And this action is also reflected in the scope of tourism and football, which is travel to follow your schedule/delegation, enjoy the most varied products and services that the city offers, not focusing only on the club/sport, but moving the entire local economy and integrating more than just the stadium of time (Borges, 2019).

Borges (apud Amaral, 2019), still continues to say that tourism with football has benefits beyond what you can imagine, convenience positive transformations in the cities where it is located for the mega events of sports, which remain as a legacy for local residents and tourists.

Ferreira (2015) brings the Brazilian context to the subject, about how travel motivated by sport are becoming increasingly common, involving regional, national and even international scopes, with the calendars of sports competitions fun games and exhibitions that embark almost all the year, representing an important positive point for tourism, as it ends contributing and motivating travel throughout the year.

According to the report published in 2023, "Football and Tourism Report", being organized by the World Football Summit (WFS), an event that took place in its 7th edition in Seville, Spain, to discuss the sports industry, trends and challenges in football industry, when thinking about tourism and football together, it is necessary to analyze for 6 main points to structure the sports area.

In the context of football, there are several areas of interest and involvement. As Specific football-related activities include traveling to watch or practice matches, participate in official or informal events, and niche events. For the fanatics, there are attractions such as club museums, historical sports sites and halls of

fame. The corporate part covers administrative aspects of football, such as events focused on time management and marketing and federations. The games refer to the matches and championships in the club's calendar, including events such as the Copa do World and amateur competitions. Academies and Training Centers (CT) are related to the base structure and training of clubs. In addition, activities Tourists can include football as a secondary attraction for tourist destinations, even if it is not the main reason for the trip.

For better understanding and methodological organization, the topics of the Games and Football were united in a single topic, comprising all the parts related to sport, other sports, matches and other games, as it is understood that the club is primarily a sports entity and, although it may have other sports, it still has just returned to sports tourism, even if it is not football. Thus, The 5 topics detailed in these segments will be Games & Football; Fans; Gyms and Training Center; Corporate and Tourist Activity.

Thus, with the sports area increasingly realizing its value and potential as a form of entertainment, as well as a generator of demand and wealth for the practice of tourism, this is a way of looking to increase the market, improve your brand and manage to consolidate themselves as attractions (Gutiérrez-Aragón, 2023).

3.1 Clubs as an attraction

There are several examples of entities worldwide and mainly football clubs that already use their equipment for more than just sport, taking advantage of its locations and orientation to become a tourist spot on the itineraries organized in their destinations. A club that is a world reference in this practice is Futbol Club Barcelona, a club located in the tourist city of Barcelona, Spain, and which has become one of the city's biggest and main attractions.

The club exploits Barcelona's popularity on the global sporting scene to contribute to local tourism, with 68% of visitors visiting the stadium as a of the main reasons for their trip, and 41% stating that it was the main reason (Garcia apud De Oliveira, 2021). The "Camp Nou Experience" offers detailed tours

by the stadium and the museum, which is the most visited in the city, receiving around 4 thousand people daily (FC Barcelona, nd).

FC Barcelona also stands out for its integration with local tourism, sharing diverse experiences and maintaining partnerships with the public sector and tourism agencies to promote the city and the club. With a good infrastructure developed, including multilingual signage and guided tours, the club reinforces its presence in Barcelona tourism. Collaboration with public authorities and others tourist entities help to include Camp Nou in the city's tourist itineraries, expanding its visibility and contributing to local economic growth (From Oliveira, 2021).

Another club that stands out in these aspects on an international level is Manchester City, a club that is also part of the City Group - the same one that bought and now manages Bahia, after more than 15 years of its sale to the group, this is example of success and achievement. Time became champion after 4 years of its sale, being in the Premier League top 4 more than 10 times in recent years alone, in addition of which he was champion 8 times, and in the last 5 years, he claimed the trophy 4 times (AFP, 2023).

In terms of tourism, Manchester City offers a variety of experiences, such as "Manchester City Football Club Stadium and Club Tour", which allows visitors explore areas of the stadium not accessible to the public and enjoy an interactive experience with coach Pep Guardiola. Other options include visits to the training center and the academy of time, VIP tours with exclusive access and experiences guided by ex-players. In addition, the club provides educational tours for students specifically in professional football and sports business (Manchester City, SD).

Paris Saint-Germain, better known as PSG, is another European time known in the football world and that it could take advantage of its sports structures to also use them in tourism, thus earning another form of income with these.

PSG uses its stadium, Parc des Princes, to offer experiences tourist attractions. Options include the "Standard Offer", which provides access to the pitch, changing rooms, press room and a guided tour in eight languages. A

"Night Sessions" take place in the evening and add a social atmosphere with food, drinks and activities animated by a DJ. The "Birthday Offer" is a personalized experience for celebrations. In addition to these visits, PSG also promotes events and experiences in its academies around the world and offers the "PSG" experience VR ARCADE", which includes virtual reality for simulated flights over Paris and interactions the time has come. However, this latest experiment is temporarily suspended (PSG, sd).

At the national level, a club that is taking advantage of its potential and has provided structures for this to São Paulo Futebol Clube (SPFC), since 2010 the club already uses the structure of its stadium, the Morumbi stadium, to receive visitors, where they participate in a guided tour of the stadium, allowing them to see the behind the scenes of the team, club idols being invited to follow the actions side of the fans, being able to see even the trophies won by the club (Galdeano, 2020).

SPFC has been using its stadium, Morumbi, as a tourist attraction since 2010, offering guided tours that allow visitors to explore areas exclusive facilities such as changing rooms, tunnel and playing field. The club also organizes events specials with idols and presents the trophies won. In addition to the stadium, it uses from the training center in Cotia for tours, attracting tourists and fans.

Morumbi is also a venue for concerts and events unrelated to football, such as the Bruno Mars concert and an International Congress of Witnesses of Jehovah. The stadium is included in the tourist itineraries of São Paulo and is promoted on platforms such as Expedia and TripAdvisor, as well as being present on Tourb, which offers guided tours online.

This issue is something that has been gaining strength and space in recent years, a an example of this is Clube de Regatas do Flamengo (one of the main clubs in the country), with the club museum being exclusive in 2023, in Gávea, and only now, in April 2024, the equipment is officially part of the itinerary tourist attraction in the city of Rio de Janeiro, with 14 themed areas including the club history, including titles won and historic players (Alencar, (2024).

4 SPORTS CLUB BAHIA AS AN ATTRACTION

Esporte Clube Bahia was founded on January 1, 1931, its construction was started through the meeting of four former players of Clube Bahiano Tennis (Carlos Koch, Eugenio Walter, Guarany, Fernando Tude and Júlio Almeida) and one from the Bahia Athletic Association (Waldemar de Azevedo), when after that I managed to gather more than 70 people and create time (EC Bahia, sd).

The tricolor Bahian fan base is considered one of the 10 largest in Brazil, with around almost 8 million fans of the club according to data from the survey carried out by the AtlasIntel research institute in 2023, which represents 3.6% of the fans of Brazilian clubs, ranking 9th in terms of size in the country (Avelar; Cohem, (2024).

Furthermore, it is possible to perceive how previous gestures and administrations of the club already had a vision of the club beyond football, realizing the potential and strength that it could have in other aspects and that could be explored as ways to earn revenue, in addition to licensed products, stores of the club and the museum, Bahia has already demonstrated its potential for tourism area of the state and city, including this appearing in the planning of club, in the 2021 - 2023 Management Plan document, where it appears in point 9, about expansion of the heritage, the objective of making the museum a national reference included in the city's tourist itinerary.

The ECB ended up not launching a new management plan in this interval of time until the year 2024 there was a major change in the club's structure, in that it changed its form of administration in the year 2023, ceasing to be just a football association and joining the SAF (Football Public Limited Company) system, special model to transform football times and transform them into companies outside of football, where it sold 90% of its stake to City Football Group, a group focused on football and everything that involves its creation, management, supervision and administration, thus forming a society that manages the club (AFP, 2023b).

In this way, SAF remains responsible for football and the parties involved. related to it, in addition to sister sports such as indoor soccer, Bahia Sports Club Association (AECB), in addition to the responsibility of supervising compliance with the contract and ensure the preservation of history, cores, shield, anthem, shirt and other elements that make Esporte Clube Bahia, Bahia, the association committed to investing and creating projects in other modalities sports (AECB, 2023).

Knowing this, to analyze the club's potential to be an attraction tourist destination in Salvador, a comparison will be made between the strategies and actions that were used by the clubs above, in addition to which the club's structure will be analyzed following the 6 factors indicated in the previous chapter presented by WFS in Football and Tourism Report, including: Football; fans; corporate; games; gyms and training center/camps (CT) and tourist activity.

For better understanding and methodological organization, the topics of the Games and Football were united in a single topic, comprising all the parts related to sport, other sports, matches and other games, as it is understood that the club is primarily a sports entity and, although it may have other sports, it still has just returned to sports tourism, even if it is not football. Thus, The 5 topics detailed in these segments will be Games & Football; Fans; Gyms and Training Center; Corporate and Tourist Activity.

4.1 Analysis of the Sports and Tourism Potential of Esporte Clube Bahia

On the topic of **Games & Football**, the ECB in 2024 will participate in four football competitions: the Bahian Championship, the Northeast Cup, the Brazilian Championship Série A and Copa do Brasil, totaling approximately 70 to 75 games in year. Based on the previous year, it is estimated that around 30 of these matches will take place in Salvador, at the Arena Fonte Nova stadium. This frequency provides a opportunity to attract tourists and promote the city (De Freitas, 2024; De Freitas, (2023).

The Arena Fonte Nova, in addition to hosting most of the men's team's games, is an important tourist spot due to its scenic location and proximity to

the Tororó Dike, an area of great cultural and religious value for the population site. The stadium is managed by a Public-Private Partnership until 2028, after which the club intends to take over management, which could expand its possibilities of exploration and events (Barreto, 2023).

Fonte Nova presents another advantage when analyzing tourism trips, this is located in a scenic spot in the city, a great tourist attraction of beauty natural: the Tororó Dike, a place with great cultural and religious importance, mainly for the black population of Salvador.

In addition to football matches, the club has a women's team competing in the Brazilian Championship Series A2 and women's Baião, with a possible 35 events in Salvador. Arena Fonte Nova has also been used for non-profit events related to football, such as promotional activities and tournaments for members (EC Bahia, 2023). Thus, the club can explore holding events beyond games, including partnerships and competitions that can attract different audiences and generate new recipes, becoming an attraction for the city.

According to Pine II and Gilmore (apud Bezerra; Curvello; Zouain, 2019), as organizations need to work with the consumer to promote and offer experiences beyond football, offering services and other products beyond the modality. In this way, it attracts visitors to live experiences and memories, linking the club to this. Tourism is an area that uses this, always aiming to provide unique experiences to tourists at the destination.

The club can still go beyond football, with the ECB Association demonstrating interest and actions to explore other sports, launching the "Bahia Olímpico" plan, where a partnership was made with Marketing Sports Consulting (MCS) for the development of projects and the raising of resources for which is the association between Olympic sports (AECB, sd).

Bahia has the advantage of having a large fan base, which is extremely engaged, which follows him all over the world, in all phases - from good to bad - and is always there to cheer, appreciate and cheer for the team.

Regarding the topic **of Fans**, Bahia's fans are one of the biggest and most fanatics in Brazil, with 47% of fans identifying themselves as fanatics (Ribeiro,

2024). The club also has the 6th highest average attendance in national tournaments and an ever-increasing number of members, surpassing the 70,000-member mark (Monteiro, 2020; Avelar; Cohen, 2024).

According to Moreira (apud Bezerra; Curvello; Zouain, 2019), emotion and that the fans have for the club is similar to what is found in practice religious, going beyond liking, going beyond the political and economic part, which mainly involves the feeling of belonging, equality and freedom of choice.

The tricolor fans are mainly concentrated in Salvador and the state of Bahia, but it is spread across the globe, with tricolor embassies spread throughout Brazil and the world, sanctioned by the club, as can be seen on its official website.

The club's embassies in Brazil and around the world play a role crucial in promoting and engaging fans. Events organized by these embassies, like caravans and meetings with idols, are opportunities for strengthen the bond with fans and promote the club outside Salvador.

This is an opportunity to promote and offer travel, experiences for fans through partnerships with agencies, for them to watch a Bahia game and have the opportunity to enjoy the city, meeting other people attractions. You can also organize events such as sports competitions, amateur football championships, etc., where the tourist can be an athlete or a fan having the possibility of meeting tricolor idols as was done by embassies.

The engagement of fans, who participate in events and trips to supporting the team, represents a significant opportunity for the club to explore the sports tourism, offering packages and experiences that include stadium visits and other associated events.

In the **Gyms & Training Center** section there are two centers training centers: the Osório Villas Boas Training Center (Fazendão) and the Evaristo de Macedo Training Center (Tricolor City). Fazendão, with over 40 years of history, was the main center training until 2019. Currently, Cidade Tricolor, with modern infrastructure

and complete, meets professional time and base categories (Rodrigues, 2020; From Vico, 2020).

Fazendão has a smaller structure with a capacity of 92 spaces for youth players and 24 for the main team, including an administrative building, press room, grandstand with capacity for 3 thousand seats and a total of 4 football fields (De Vico, 2020; Augusto, 2014). The Tricolor City has a larger structure, with six football fields, a hotel for 52 players of the professional and 120 athletes from the base (De Vico, 2020).

The club plans to build a new training center in Salvador, with a larger area closer to the city and the Arena Fonte Nova. This new structure promises to further improve training conditions and offer new opportunities for events and tourism (Jesus; Tolentino, 2024).

In the **Corporate area**, the club participates in corporate and management events. such as the Northeast Football Conference (CONFUT), where he presented future plans. Bahia also holds its own events, such as "Gestão em Campo", and participates in National Football Conference - CONAFUT (Days, 2023). These events are opportunities for the club to promote its brand, strengthen relationships and attract visitors for Salvador, standing out as a business and tourism center.

These events can be opportunities and advantages for the club, managing to attract visitors, close relationships, connections and networking, in addition to present itself as a new form of revenue and also helping to strengthen and promote the Esporte Clube Bahia brand, and mainly, as a way of promote business tourism in the area.

In terms of **tourism**, Bahia has two main tourist attractions: Fonte Nova Arena and Bahia Sports Club Museum. The arena, managed by a PPP, has the potential to attract tourists with various events besides football. A stadium visit, previously offered as a tour, is temporarily suspended, but the Arena continues to host shows and cultural events. This is a club's weaknesses, since, as seen previously, this is a successful practice carried out in other times, generating revenue and inserting the club into the city's tourist itinerary.

The Bahia Sports Club Museum, opened in 2022, is the first museum state sports and showcases the club's rich history. A visit to the museum is a opportunity to attract tourists interested in the history of football and the legacy of club (Rodrigues, 2022).

This is a facility of public interest, an attraction beyond the football, being able to host shows and annual events, having structures to be a place for artistic and cultural delivery, while also being a place for business and other segments.

The arena presents several possibilities for the club in relation to actions that can be carried out to generate tourism, events and other revenues in addition to hosting the games, is making it possible to host events to attract tourists and fans, provide meeting with idols and personalities, watch other sporting events in addition to football, amateur football competitions, shows, lectures in the structure perform at the stadium and even return with the stadium tour is one of the ways that would make the club an attraction in the city.

5 FINAL CONSIDERATIONS

The combination of tourism and football is still little explored in the Brazil and in Salvador, presenting itself as a great opportunity for investment as per the investment above. The union of these surfaces enables the strengthening tourist destinations, increasing the supply of attractions in locality, thus offering new options for tourists and enabling the generation significant revenues for clubs and local communities. International examples and national, such as Barcelona with the Camp Nou and São Paulo FC with the tour of Morumbi, demonstrate how clubs can become global tourist attractions by integrate its structures, trust and support into local tourism.

However, despite this potential, the club has not yet explored it. completely its structure for tourism, mainly due to the lack of a strategy focused on the theme and a vision for it, in addition to the lack of integration with authorities and the tourism sector, what would need to be done to get the club

enter the city's tourist itinerary. The acquisition by the City group offers new perspectives, including with the Association opening the possibility of diversification for Olympic sports, which can expand their attractiveness, going beyond the soccer.

Examples, cases and inspirations exist internationally and nationally, with other clubs already have conditional practices, such as the promotion of events with idols, exploring women's football, through other actions besides football and using technology to enrich the museum. In addition, the club can develop family and educational events, taking advantage of their centers training and existing infrastructure.

Therefore, for the ECB to become a tourist icon, it is essential to have a closer cooperation between the club, public entities and the tourism sector, developing joint initiatives that integrate the club into tourist itineraries Salvador. This collaboration can contribute to economic and cultural development of the region and consolidate the club as a relevant attraction in the city.

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