

## **ABSTRACT**

This research investigates the relationships between tourism and images, and their influence on the collective imaginary. The empirical focus will be set by touristic advertisement that use Brazilian football as a theme for attraction, either in a direct way or as a background. To such an approach, analyses of how national identities are articulated, the interpretation of the symbolic through the eyes of the tourist-spectator and the native-actor, the issue of the authenticity of popular manifestations, and yet the social concept of football in Brazil will be conducted. The recurrence of the subject 'Brazil – Football' in the media and its appropriation by the tourism are the main motivations for this work.

**KEYWORDS:** Tourism. Images. National identity. Brazilian football.