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TOURISM INDUSTRY IN BRAZIL

Abstract: The article describes the development of the tourism industry in Brazil as one of the most important industries in the economy of the country. It examines the impacts that could happen on production, income, and employment. In relation to the Gross Domestic Product (GDP), the results indicate the participation of tourism of 7,5 % of the country's GDP, with ample room for growth.

Keywords: tourism industry, economy, GDP, Brazil

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ИНДУСТРИЯ ТУРИЗМА В БРАЗИЛИИ

Аннотация: в статье описывается развитие индустрии туризма в Бразилии как одной из важнейших отраслей экономики страны. В ней рассматриваются воздействия отрасли на производство, доход и занятость. Результаты исследования показывают, что на отрасль туризма приходится 7,5 % ВВП страны, кроме того выявлена устойчивая тенденция роста данного показателя.

Ключевые слова: индустрия туризма, экономика, ВВП, Бразилия

Brazil is visited mainly for all the natural beauty that is present in it, with many beaches along the coast, beautiful forests, characteristic biomes, exotic animals,

celebrations that happen throughout the year and much more. The number of tourists has been growing for more than ten years, boosting this aspect of the national economy and encouraging greater investment in this area.

Tourism in Brazil is of great importance for the entire nation, resulting in a great impact on the national economy due to a large number of tourists, which each year becomes greater, and also due to the great opportunity, it offers to the Brazilian people in generating jobs and moving further the economy.

According to a survey, made by the British consultancy Oxford Economics, the contribution of the tourism industry to the Gross Domestic Product (GDP) grew 3.1% in 2018, totaling US\$ 152.5 billion (8.1%). In the previous measurement, of 2017, tourism accounted for 7.9% of national wealth. Regarding the volume of jobs, the market occupied 6.9 million people, equivalent to 7.5% of the global number of vacancies in the country [1].

In total, the impact of tourism generated a share of US\$ 8.8 trillion in world GDP (10.4%), an increase of 3.9%, higher than the expansion of the global economy (3.2%). The sector was responsible for 319 million jobs, becoming the protagonist of the opening of 1 in 10 jobs. The growth of the travel market was ahead of sectors such as health care (3.1%) and information technology (1.7%), second only to manufacturing (4%).

One of the factors for this growth was the visa flexibility program adopted by the Ministry of Tourism in partnership with the Ministry of Foreign Affairs. The volume of tourists from countries such as the United States, Canada, Australia, and Japan has increased significantly since the measure came into force in late 2017. The influx of foreign tourists to Brazil increased by 8% in the first half of 2018 compared to the same 2017, according to figures from the Ministry of Tourism [2].

Foreign exchange revenue from tourism in the country ended 2018 with a positive result, presenting an increase of 1.86% in the expenses of foreigners who visited Brazil. From January to December, they injected US\$ 5.92 billion into the Brazilian economy, compared to US\$ 5.81 billion registered in the same period in 2017 [3].

Table 1 - International tourists nationality in 2019

Position	Country	Market Participation, %	Number of tourists
1	Argentina	29.33	1,593,775
2	United States	10.95	594,947
3	Uruguay	4.81	261,204
4	Germany	4.45	241,739
5	Italy	4.22	229,484
6	Chile	4.00	217,200
7	France	3.83	207,890
8	Paraguay	3.55	192,730
9	Spain	3.50	190,392
10	Portugal	3.38	183,728

Tourists in Brazil normally go to places such as the Amazon in the Northern Region, the coastal areas of Northeast, the Central Plateau and the Pantanal in the Midwest. The historical area of Minas Gerais also attracts some tourists as well as the beaches of Rio de Janeiro and São Paulo in Southeast.

The southeast, particularly Sao Paulo is the preferred destination for people who are looking for business areas. The Pampas area and the south of the country, while colder than the rest of the country, are also a target for tourists searching for nice landscapes and European architecture.

In recent years the tourism sector in Brazil has grown and we have seen it become more professional and proficient than ever before. Several projects and programs within government and private sectors reflect the commitment of all in order to improve the quality of the products and services available to tourists, especially those who bear the signature of small and large companies.

Table 2 - The loans granted by federal financial institutions to finance the tourism sector in 2019 in Brazilian currency (real)

Month	Bank of Brazil	Federal Savings Bank	BNDES	Bank of Northeast	Bank of Amazon	Total
January	123,935	370,098	22,760	3,490	640	520,923
February	142,440	338,039	11,133	14,071	4,870	510,553
March	167,728	506,676	271,092	11,591	5,714	962,801
April	275,618	442,544	16,126	153,220	2,801	890,309
May	334,578	506,289	116,879	5,245	1,348	964,339
June	446,070	635,445	63,248	28,038	14,115	1,186,916
July	138,851	469,165	101,323	19,240	26,250	754,829
August	147,314	484,262	356,517	8,391	141,927	1,138,411
September	181,606	581,554	102,206	2,155	19,322	886,843
October	298,949	624,781	147,119	7,904	1,219	1,079,972
November	176,244	559,183	57,848	8,505	16,608	818,388
December	294,014	732,092	321,859	127,838	11,413	1,487,216

In conclusion, despite its dimension, diversity, and attractiveness, Brazil has only recently recognized the tourism industry as a promoter of economic and social development. Recent trends in the tourism industry in Brazil clearly illustrate the correlation between economic and political stability and development in tourism. Therefore, the importance of implementing policies and programs to promote the development of the tourism segment in Brazil is emphasized, considering that tourism contributes to the growth of the national economy [4].

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