

УДК 338.48(81)

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THE ROLE OF TOURISM IN THE DEVELOPMENT OF THE BRAZILIAN ECONOMY

Abstract: the article describes the development of the tourism industry in Brazil as one of the growing sectors and key to the economy of several regions of the country. It examines the foreign arrivals, the tourism per region and the most visited places.

Key words: Brazil, Tourism industry, Revenues

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РОЛЬ ТУРИЗМА В РАЗВИТИИ ЭКОНОМИКИ БРАЗИЛИИ

Аннотация: в статье описывается развитие индустрии туризма в Бразилии как одного из растущих секторов экономики страны. Исследуется количество прибывающих иностранцев, туризм в различных регионах и наиболее посещаемые места.

Ключевые слова: Бразилия, индустрия туризма, доходы

Tourism in Brazil is a growing sector and key to the economy of several regions of Brazil. The country had 6.589 million visitors in 2018, ranking in terms of the international tourist as the second main destination in South America [1].

A key influence on tourism in Brazil in recent years has been the impact of two major sporting events, the FIFA World Cup in 2014 and the Olympic Games in 2016.

Most tourists in Brazil travel to Rio de Janeiro and other easily accessible sites that are in or around urban centers with well-established hospitality industries. Salvador and other parts of Bahia are major tourist attractions, and increasing numbers of vacationers are visiting other coastal areas of the Northeast [4].

Brazil has an immense territory of more than 8,5 million km², with almost 7% of it under some type of environmental protection. In Brazil there are 76 national parks, 88 natural biological reserves and 94 areas of environmental protection. This should make up for a large ecotourism market, however, the Brazilian ecotourism market is still not developed enough [2].

Brazil offers for both domestic and international tourists an ample range of options, with natural areas being its most popular tourism product, a combination of leisure and recreation, mainly sun and beach, and adventure travel, as well as historic and cultural tourism. Among the most popular destinations are the Amazon Rainforest, beaches and dunes in the Northeast Region, the Pantanal in the Center-West Region, beaches at Rio de Janeiro and Santa Catarina, cultural and historic tourism in Minas Gerais and business trips to São Paulo city [1].

The immense coastline of the Northeast region of Brazil is the main factor that contributes to local tourism. With beautiful beaches, many untouched, which are compared only to those of the Caribbean, and place the Northeast among the major routes of world tourism. Millions of tourists disembark at modern northeastern airports every year. For some years they have been investing heavily in improving infrastructure in the region, such as the construction of water parks, hotel complexes, resorts and ecotourism centers. This growth, however, favors real estate speculation, which in many cases threatens the preservation of important ecosystems. The northeast is the Brazilian region that hosts the largest number of World Cultural Heritage Sites, a title granted by UNESCO. Some examples are the city of Olinda (PE), São Luís (MA) and the historic center of Pelourinho, in Salvador (BA) [3].

The northern region, as it is a sparsely populated and later occupation area, the ecosystem is preserved, which provides ecotourism activities. As part of the recent sustainable development planning, tourism exploitation grows every day with more infrastructure for tourists [5].

The Southeast Region It is the region that is located several of the most visited tourist spots in the country. Rio de Janeiro is internationally known for its beaches and for the Rio carnival, as well as being a major cultural tourism hub. São Paulo, also known worldwide, is the largest financial center in Brazil, and has several cultural and entertainment centers. In Minas Gerais, the most important historic cities in Brazil are located, such as Ouro Preto, Tiradentes and Diamantina. Espírito Santo attracts thousands of tourists every year due to its beaches.

The southern region of Brazil, made up of the states of Paraná, Santa Catarina and Rio Grande do Sul, has as its main tourist attractions its natural beauty, beaches, historic cities and its European colonies, in addition to the well-defined climate, marked mainly by the harsh winter [3].

Tourism has been developing rapidly in the Midwest region of Brazil, attracting visitors from various parts of the world. The best known region is the Pantanal, in Mato Grosso and Mato Grosso do Sul. It is the largest floodplain in the world and one of the largest sedimentation basins on the planet [1]. Other points of interest are the plateaus, such as dos Guimarães, in Mato Grosso, and dos Veadeiros, in Goiás. There is also Brasília, in the Federal District, a landmark of modern architecture and urbanism [6].

Table 1 – Ten destinations most visited in Brazil

Ranking	City	State
1	Rio de Janeiro	Rio de Janeiro
2	Florianópolis	Santa Catarina
3	São Paulo	São Paulo
4	Paraty	Rio de Janeiro
5	Salvador	Bahia
6	Foz do Iguaçu	Paraná
7	Gramado	Rio Grande do Sul
8	Manaus	Amazonas
9	Bonito	Mato Grosso
10	Trancoso	Bahia

Brazil's Visitor Arrivals grew 0.5 % in Dec 2018, compared with an increase of 0.6 % in the previous year. Brazil's Visitor Arrivals Growth rate data is updated yearly, available from Dec 1990 to Dec 2018. The data reached an all-time high of 69.1 % in Dec 1998 and a record low of -22.2 % in Dec 1990. CEIC calculates annual Tourist Arrivals Growth from annual Tourist Arrivals. The Ministry of Tourism provides Tourist Arrivals. Tourist Arrivals include Same-Day and Transit Visitors. In the latest reports, Brazil's Visitor Arrivals recorded 6,621,376.0 person in the year of Dec 2018. Brazil's Tourism Revenue dropped 7.0 % YoY in Nov 2019, compared with a decrease of -2.9 % YoY in the previous month. Brazil's Tourism Revenue Growth rate data is updated monthly, available from Jan 1991 to Nov 2019. The data reached an all-time high of 89.7 % in Mar 1998 and a record low of -61.1 % in Feb 1991. CEIC calculates Tourism Revenue Growth from monthly Tourism Revenue. The Ministry of Tourism provides Tourism Revenue in USD. Tourism Revenue of Brazil reached 431.6 USD mn in Nov 2019 [7].

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