

The Effects of Tourism In Brazil

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Abstract

After the trip to Brazil an interesting point was made between students who participated. This point was that many of the things seen on this trip were greatly affected by tourism. In this paper the ways in which Brazil is affected will be discussed, some topics will discuss the landscape of Brazil, before and after the affects of tourism. As well as the affect it has had on the Brazilian economy, and the impending surge of tourism awaiting the Summer Olympics, as well as the way the world cup has affected Rio and Brazil as a whole from tourism.

<u>Table of Contents:</u>	<u>Page #</u>
<u>Introduction...</u>	<u>4</u>
- An introduction to the idea of how tourism could possibly be negative.	
<u>In the Beginning (Background)...</u>	<u>4</u>
-Brazil before the Portuguese colonized it	
<u>Modernization...</u>	<u>5</u>
- Modernization has changed the Danassa as well as the city of Manaus in the middle of the Brazilian rainforest.	
<u>Natureza (Nature in Portuguese)...</u>	<u>6</u>
-Tijuca Forest discussing its origin, its allure, and its impact	
<u>Sustainable Tourism...</u>	<u>7</u>
-Jaime Lerner and Curitiba the sustainable city.	
<u>World Cup...</u>	<u>8</u>
- Discussing the tourism from the recent world cup and the impact it had.	
<u>The Olympics...</u>	<u>9</u>
- Discuss the coming summer Olympics as well as impact of past Olympic events.	
<u>Christ the Redeemer...</u>	<u>11</u>
- Brazil's most known wonder, Cristo.	
<u>Conclusion...</u>	<u>11</u>
- Closing	
<u>Work Cited...</u>	<u>13</u>

Introduction

When people often think of Brazil the first things that come to mind are often the Cristo statue, or the beaches of Rio de Janeiro, places visited by thousands of tourists daily. Although these places are beautiful, they are abused by people who do not care about who or what they could be affecting by visiting these beaches, or taking a selfie with Christ the Redeemer. If the tourist did not ravage these beautiful landmarks man made and natural could be a beautiful gem that could be saved for generations to admire. However these tourists do not just negatively impact Brazil. In fact most tourists are an important part of Brazils day-to-day life.

In The Beginning

Before Brazil was colonized by the Portuguese, the region in which Brazil covers was, and still is in some areas inhabited by tribes of people rich in culture. These people are tribes much like the Dessana of Castlebay Island. Tribes similar to the Dessana have many dances and songs they do for guests who come to their village to welcome them. They paint faces, dance to drums pipes and stop their feet making many different rhythms and melodies. Showing how a culture cut of from the rest of the world (because of the density of the Amazon rainforest).

The region covered by Brazil has many different biomes, however the region predominantly the great Amazon Rainforest. This is currently the most diverse ecosystem in the world, however in the time Brazil was colonized this great jungle had many different specials of trees, plants, animals, birds, reptiles, and insects that have been lost due to deforestation, urban expansion, and modernization. An example of a creature in current time that is suffering because of these same

destructive factors is the giant river otter of South America. It is suffering from a loss of habitat due to mining and the logging industry (deforestation), because a young otter cannot leave the oxbow in which it lives to travel to another oxbow to mate and create a family, instead they become cut off because streams and rivers being closed off and polluted due to industry. Showing that even now when most of the world is modernized and has been for decades-centuries the same problem is destroying such a beautiful eco system, however imagine the extinction rate of species when urbanization first began, was it worth it?

Modernization

After the modernization of the world, man was able to travel great distances, leading to tourism. Also with the creation of great machines because of the modernization of the world, man was able to change his environment to become everything the human needs. An example of this would be shown with the city of Manaus, a city cut out of the Amazonian bush. Although the city is a port on the Amazon, it is also a home for tourists to visit. This is because in Manaus you can take a short boat ride to see where the Amazon River and the Rio Negro meet, and don't mix resulting in two completely different colors of water. In Manaus you can also take a short boat ride and be able to venture into the Amazon Rainforest. This attracts many tourists who wish to see rare wildlife in the jungle, the jungle itself, or the Dessana. Tourists can pay a small fee and go to a fake Dessana village (between three to four homes) and get to see the Dessana's culture through ceremonies preformed, and small gift shop-like items that can be bought for a small fee.

What people don't know is that this is not actually the Dessana tribe instead it is actually a show up on for an attraction for people to come and see on a tour. The actually village is deeper into the jungle, and are not available for any type of tour. Also these tours are bad for the wildlife of the rainforest. The tours will pouch animals out of their natural habitat and bring them for people to see, an example would be the pink dolphins of the Amazon River being kept in captivity for people to see and swim with. The pink river dolphin is an endangered species on the verge of extinction, and for this animal to be kept in poor conditions in captivity is a crime. Sadly the pink river dolphin is not the only endangered species that must experience this type of poaching; many different endangered and threatened species must go through this daily.

Modernization also negatively affected the Foz de Iguacu. What could have been a beautiful hike across from one of the natural wonders of the world was taken over by companies who privatize things that should be left in its natural state. The allure of seeing the falls brings tourists in and then further participates in the privatization of the falls. This negatively affects the beautiful rainforest and waterfall by destroying the surrounding environment to make paved paths, gift shops, and snack stands.

However there is some good that can be found in all of this. Aldo Leopold once said "Our ability to perceive quality in nature begins, as in art, with the pretty. It expands through successive stages of the beautiful to values as yet uncaptured by language" (Leopold, Schwartz, & Leopold, 1966, p. 1) meaning, when a tourist sees these endangered species and beautiful rainforest they become

attached these things, and want to preserve it for other generations to see, which could in the long run help with the preservation of these great pieces of nature.

Natureza (Nature in Portuguese)

Although many parts of Brazil have been modernized and made into tourist attractions such as the Foz de Iguacu example previously stated, luckily some gems have been left in their natural state. An example of this would be Tijuca Forest in Rio de Janeiro, a forest that was created after the original forest had been cut down to grow Sugar-Cane and Coffea (coffee beans). But then the Tijuca Forest was planted in place of the crops. This resulted in what is now one of the world's largest urban forests (forest inside of a city) and has been in the untouched state since the late eighteen hundreds/early nineteen hundreds.

The park allows people to see rare species of plants and animals while hiking through the Brazilian Atlantic Rainforest. Tijuca attracts tourists who are preservationists, by the standard that they would work to keep this ecosystem intact if possible. This is a key audience for the Brazilian park services to target for parks such as these because attracting a preservationist will be on the side of keeping ecosystems untouched, and would be against destroying ecosystems and the environment to develop land, which could possibly in the long run make Rio a cleaner city.

Sustainable Tourism

Sustainable Tourism...? The definition of sustainability is to continue a behavior or action indefinitely. But how does sustainability pertain to tourism? Simple, sustainable tourism can be found in Curitiba. Curitiba is one of the world's

most sustainable cities, thanks to a local politician Jaime Lerner. Jaime Lerner transformed Curitiba's transportation system into a fuel-efficient sustainable public transit system. Buses in Curitiba run on a cleaner fuel system which always the bus to be more fuel efficient using cleaner fuel, a portion of these buses are used to give tours to tourists showing them several parks located around the perimeter of the city.

These parks were originally built to ease rainwater and water drainage problems faced by the city. The parks work to help stop erosion of the ground and help to dream run off and rain water, as well as have an intricate system of rivers/streams that are used to filter and purify the water that flows through so the water is in somewhat better condition when it gets to its destination compared to being the water full of pollutants when the streams/rivers began. One of these parks is the Botanical garden, which is a large tourist attraction because in the center of the park there is a greenhouse containing all of Brazils indigenous plant species. When tourists come to Curitiba to see the sustainable factors, or to see other parts of the city they have a part in sustainable tourism in Curitiba.

World Cup

Brazil hosted the twenty fourteen World Cup this past July. The World Cup is known around the world and has people travel across the world not only to participate, almost all of those who travels to these destinations are there just to support their team. Brazil's Tourism Board was expecting around six hundred thousand tourists from all around the globe however, "The number exceeds the

600,000 tourists from abroad that Brazil's Tourism Board originally expected to attend by 67%, and over 60% were in the country for the first time."

"With most in agreement that Brazil pulled off a great World Cup, tourism officials have announced that a total of one million foreign visitors visited the country for the month-long event." (Chao, 2014, p. 1) Although team Brazil did not win the world win the World Cup or place, it was still a success for tourism at the cup, bringing in much needed revenue and over a million tourists from around the globe.

"According to figures released this week by Brazil's federal government, the World Cup was a triumph for the country's transportation and tourism industry" "We lost the trophy, but Brazil won the World Cup" said Aloisio Mercadante, Brazilian president Dilma Rousseff's chief of staff, in a statement. 'Brazil showed that they know how to win, lose, host and celebrate peace with respect and a 'make yourself at home' atmosphere that won the world over." (Marcopoto, 2014) Further solidifying the point that Brazil won the equivalent of the tourism world cup with the cup itself being such a success.

The Olympics

With the Summer Olympics soon to begin Brazil has been preparing for the onslaught of fans soon to be flooding Brazilian city streets. The last Summer Olympic games took place in London, "Nearly 2.9m visitors came to Britain in June..." "...Visitors to Britain are also spending more than before during their stay." (Thomas, 2013, p. xx) reported one London newspaper. Which gives bright hopes for an up and coming Brazilian Olympics to bring in a lot of revenue for the country

during the games.

In preparation for the games Rio de Janeiro has been cleaning waterways such as the Guanabara Bay which has been used for Olympic training for events like sailing, however prior to this the bay's condition was much worse due to excess of runoff from the favelas. The attempt to cleanup the bay is in direct correlation with the soon to be Tourist heaven, the twenty sixteen summer Olympics.

However there is always a chance that Brazil will not be able to handle the weight of hosting the Olympic games similarly to what had happened with Russia hosting the twenty fourteen winter games. But there is still much hope due to the fact that "Today, Brazilian economy is on the rise. Blessed with abundance of natural resources, Brazil has become the most powerful country in South America in economic terms and thus is leading the other countries of South America. With large and growing Agricultural, mining, manufacturing and service sectors, Brazil economy ranks highest among all the South American countries and it has also acquired a strong position in global economy." (Mapsoftheworld, n.d.) Showing Brazil has great promise to be able to handle the economic security required to host an event with this size. The tourists influence this is when the Olympics are going on, if Brazil is properly prepared to house and handle the influx of people then there would be no problem, people would spend money, and people come back and visit the site of the Olympic games bringing more profit strengthening Brazil's economy, or if Brazil is not properly prepared the effect would be the opposite. People would go to the games, Brazil would not be prepared, and no one would stay

for the entire event nor would they go back. But with the success of the world cup, Brazil should do fine.

Christ the Redeemer

When people think of Brazil or Rio de Janeiro they think of Christ the Redeemer statue in the mountains above the beach, it is an image that has become apart of the image people think of when they hear Brazil. Which makes it an obvious tourist attraction when visiting Rio de Janeiro. The Redeemer is something that is busy any day of the week. People going for religious reasons, others for the interest in the Redeemers architecture, and some go to say "I took a selfie at the Redeemer!". Weather you are zealously devoted, or going on a family trip seeing the Redeemer offers many different tours that offer first hand look at Christ, helicopter tours are offered daily which take people up and fly around the statue to get an up-close and personal view, but more importantly avoiding the drones of people pushing and shoving to get a better spot to stand and take a picture.

Christ the Redeemer is an important part of tourism in Rio; it offers many jobs for people as well as the restaurants and shops surrounding it offering the people who live inside the favelas to earn a living.

Conclusion

Brazil has always been a beautiful country. As stated previously by the quote from Aldo Leopold "Our ability to perceive quality in nature begins, as in art, with the pretty. It expands through successive stages of the beautiful to values as yet uncaptured by language." (Leopold, Schwartz, & Leopold, 1966, p. 1) What this is saying is that people are drawn to Brazil because it is a beautiful country people will

always be drawn to it, for vacations, trips, or to make Brazil their home. Although it may have some places and activities that have ruined its natural beauty through urbanization, and privatization many awe inspiring things still wait to be explored and discovered. Including the rich culture of the Brazilian people, who have a “make yourself at home” mentality attracting all sorts of people for sports events or to cheer on their country in the Olympics, for those daring enough to explore Brazil fall in love with its beauty. In the end tourists affect Brazil negatively, positively, but more importantly tourism has become a part of the culture and people depend on it to survive and for their families and for their country.

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