

Development of Tourism in Brazil - 2018 Q5B

I have studied the development of tourism in Brazil. Tourism is a growing sector in Brazil. It accounts for 6% of the country's GDP (Gross Domestic Product) and 6% of the country's employment. In 2014, Brazil hosted the World Cup which further improved the sector. New markets were created as tourists from all over the world visited Brazil to watch the football matches. One million people visited Brazil for the World Cup, and 60% of these tourists were first time visitors. Three billion people watched the broadcast of the 2014 World Cup.

There were some negatives associated with Brazil's hosting of the 2014 World Cup. For example, €11 billion was spent on the building of stadiums in the country, while many Brazilians live in favelas, in poverty. Many Brazilians held protests about the building of stadiums. The 2016 Olympic Games Were held in Rio de Janeiro, which again boosted Brazil's tourism sector greatly.

Physical Attractions

Brazil has many beautiful physical attractions that attract tourists to visit the country. The Amazon Rainforest contains more than half of the plants, animals and insects in the world. This attracts nature-loving tourists who want to see exotic plants and animals in person. Each year there are more and more guided tours being offered of the Amazon due to its increasing popularity. Activities offered in the Amazon include piranha fishing, swimming with pink dolphins, and visiting native Amazonian tribes. Despite the growing popularity of the Amazon Rainforest as a tourist destination, ecotourism only accounts for a small percentage of tourism income in Brazil. Ecotourism involves visiting a natural area responsibly to witness the nature of the region.

Other than the Amazon Rainforest, there are plenty of physical tourist attractions in Brazil. For example, Brazil has 9000km of coastline on its east coast, which is full of picturesque sandy beaches ideal for a summer family beach holiday. The Copacabana beach in Rio de Janeiro is famous worldwide. Most tourism in Brazil takes place on the east coast – for example, São Paulo Airport received over 40 million passengers annually before the Covid-19 pandemic.

Cultural Attractions

Due to Brazil's history, it has many cultural attractions from its native population and European colonists. The city of Olinda is a heritage site dating back to the Portuguese colonisation. This site attracts tourists who are interested in the history of Brazil.

Brazil is also very famous for its Carnival festival which takes place every year. The largest Carnival festival in Brazil takes place in Rio de Janeiro, which attracts two million people for each day of the festival. Carnival generates €590,000 annually for Rio de Janeiro's local economy; its hotels, bars and restaurants. Rio de Janeiro's local economy has suffered greatly in the last year due to the Covid-19 pandemic, as the Carnival festival was cancelled.