



Tourism in Brazil: Environment, Management and Segments (Hardback)

By -

Taylor Francis Ltd, United Kingdom, 2012. Hardback. Book Condition: New. 236 x 160 mm. Language: English . Brand New Book. Since the 1990s, tourism has become a major driver of economic activity and community development in Brazil. New policies and approaches, growing expertise and investment in tourism have brought significant transformation in tourism products, destination development and community involvement. In addition Brazil will be hosting two major sport events in the years ahead, i.e. the Soccer World Cup, in 2014, and the Olympic Games in Rio de Janeiro, in 2016. Brazil offers many cultural and natural attractions but, similar to many other developing countries, it still struggles with issues such as infrastructure, accessibility, product development, service quality, market access and workforce training. This book provides an in-depth examination of tourism in Brazil, critically reviewing its development and management. The social, economic, political and environmental contexts of this emerging global power provide an intriguing backdrop. The book considers important development issues such as the changing policy context, community benefit tourism and indigenous tourism. It explores the impacts of tourism on the environment, changing community attitudes towards tourism, transport infrastructure and sustainability issues in events. Particular segments are explored including backpacker tourism,...



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