

Major Tourist Attractions and Impacts on the Natural Environment

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Abstract

This article aims to discuss the evolution of various forms of tourism in the country and evaluation of its cost-effectiveness in relation to impacts on the natural environment. Take as case studies, the municipalities of Balneário Camboriú in Santa Catarina and Porto Seguro in Bahia, two established destinations in terms of tourist demand, which in 2010 were, respectively, 4.3 million (Secretary of Tourism of Balneário Camboriú) and 1 million tourists (State Secretary of Tourism of Bahia), and had their natural environment impacted by mass tourism applies there. From the product cycle model for tourism developed by Butler (1980), which provides an evolutionary sequence in six stages: exploration, involvement, development, consolidation, stagnation and decline or rejuvenation (depending on the policies adopted for the area question), it is proposed to evaluate these two important destinations, giving relevance to the degradation of the natural environment.

Keywords: natural environment, tourism.

Introduction

The growth of tourism has established itself as an important source of economic development in different regions in the world. Increasingly people are willing to occupy your spare time with leisure and tourism, so that enterprises in these areas will become an attraction for large and small investors.

As a result, local attractions for tourists usually have their environment impacted by fast anthropogenic alteration that takes place in your spaces. Thus, the study of positive and negative impacts of tourism-related activities on these sites is important, since economic development and job creation are vital to the quality of life of native communities, while the quality of the environment also has a strategic importance in this equation.

Many times tourism was encouraged as an alternative to economic development in areas with environmental restrictions for other productive activities, but the positive results come just for the experiences that have adopted policies to induce sustainable tourism, a growing number of successful actions, which respect the local characteristics, both in space, identity and culture.

This article presents a study of two Brazilian municipalities: Balneario Camboriu in Santa Catarina and Porto Seguro in Bahia, consolidated tourist sites, which had in common in recent decades, the attraction of an increasing volume of tourists, with its repercussions in natural and anthropic environments. This demand has led, among others, a significant increase in population in these cities,

attracted by the promise of jobs and businesses, plus a huge number of floating population in the holiday season, which excels in many times the total native population.

To this end, the model of product cycle for tourism developed by Butler (1980) will be used , which provides an evolutionary sequence in six stages: exploration, involvement, development, consolidation, stagnation and decline or rejuvenation. Currently, both are in consolidation phase and due public policies adopted by the local government, may go through moments of stagnation and decline or rejuvenation. It is understood that the promotion of tourism, made without any planning and control, while it has a detrimental effect on the environment, have discouraged long-term demand for the place, leading to stagnation, according to the Butler model. But, on the contrary, if adopted sustainable policies, tends to value it in the long run, as recreational space.

For sustainable policies is considered in this article, those that meet the definition of sustainable tourism adopted by the WTO (World Tourism Organization, 2011) as "that ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for local communities, requiring integration with the natural environment, cultural and human".

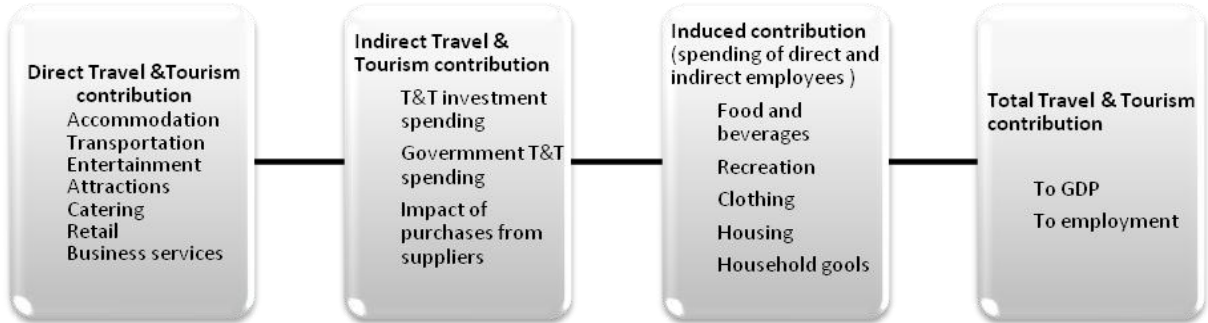
1. Tourism in the World and in South America

According to the World Travel & Tourism Council (WTTC), tourism activities have impacts directly and indirectly into the economy. The directly would be those service activities, such as hospitality, transportation, attractions and linked to leisure, and industrial activities, such as alternative leisures business, food-related industries, among others. The indirect impact activities are linked to public investment, service providers and products for direct activities, among others.

The generation of jobs takes place also directly and indirectly,of which directly jobs are related to hotels, restaurants and other food equipment, as well as those related to leisure and commerce. Indirect jobs are targeted to activities that indirectly contribute to tourism, for example, construction, construction of hotels and leisure facilities.

The activities and the jobs created have a direct impact on Gross Domestic Product (GDP) of cities, states and countries, and increasingly we see the growth of its share of global GDP.

Figure 1: Tourism Contribution



Source: World Travel & Tourism Council (WTTC),

The projection of the direct contribution of tourism activities, based on the first semester of 2011 is equal to 4.8% of world GDP, and the total contribution (including the indirect contribution), is 9.1%, and of the total investment in the world, those allocated to tourism represents 6.5%.

With regard to the number of jobs created in 2011, 2.9% belong to the activities related to the tourism industry, while adding the indirect jobs, this percentage rises to 8.3%, as shown in Table No. 1 below.

Table 1. Tourisme: Contribution to GDP in the World

Worldwide	2011		
	US\$bn ¹	% of total	Growth ²
Direct contribution to GDP	1,850,0	2,8	4,5
Total contribution to GDP	5,991,9	9,1	3,9
Direct contribution to employment ³	99,048	3,4	3,0
Total contribution to employment ³	258,592	8,8	3,2
Visitor exports	1,162,7	5,8	5,5
Domestic spending	2,636,6	4,0	3,8
Leisure spending	2,962,	4,5	3,8
Business spending	899,0	4,5	4,6
Capital investment			

¹ 2011 constant prices e exchange rates; ² 2011 real growth adjusted for inflation (%);³ 000 jobs.

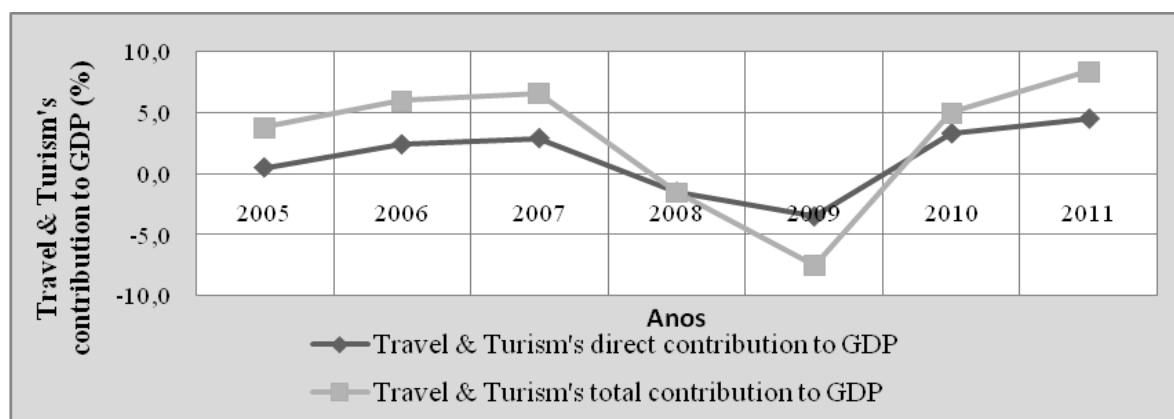
Source: World Travel & Tourism Council (WTTC), 2011. Available:

http://www.wttc.org/bin/pdf/original_pdf_file/2011_world_economic_impact_rep.pdf

According to the document Overview of International Tourism produced by the WTO (2009), tourism in the world represents 30% of services exports and 6% of total exports, pointing out that the category of export activity, tourism is ranked No. 4 , just below fuel, chemicals and automobiles.

The tourism sector has evolved between the years 2005 and 2011, despite the reduction occurred in the years 2008 and 2009, due to the global economic crisis experienced in those two years, which heavily hit the United States and European countries. Even still there are some remnants of the crisis on the world economy, tourism sector managed to overcome it and keep the growth curves upward, both with regard to direct contributions and indirect global GDP, as observed in Figure No. 2 .

Figure 2. Travel & Turism's Direct and Total Contribution to GDP



Source: WTO (2009),

In South America, activities directed to tourism remains a significant rate of expansion, with the first half of 2011, an increase of 15% over the previous year, equivalent to three times the global average

(4.4%) in same period. In this same stage, Brazil grew 11.7%, corresponding to more than double the global average growth percentage.

In the ranking of Latin American countries, Brazil is located in 6th place on the participation of activities directly linked to tourism in the national GDP, while Mexico is in the first place, with the highest percentage (6.19%) turned to tourism.

Similarly, when considering the activities directly and indirectly related to tourism, Mexico has the highest percentage, surpassing even the world average, and Brazil decays to tenth position. In Table 2, the ranking of countries with the Brazilian position, demonstrates the need for major efforts in the country to improve its position in Latin American ranking.

Table 2. Country Rankings Travel and Tourism Contribution, 2011.

Direct contribution to GDP (2011)		Total contribution to GDP (2011)	
	(%) share		(%) share
Mexico	6,19	World Average	13,87
World Average	5,12	Mexico	12,96
Costa Rica	5,06	Costa Rica	12,81
Peru	4,26	Argentina	11,04
Argentina	3,99	Cuba	10,63
Venezuela	3,86	Peru	10,38
Brazil	3,31	Venezuela	10,18
Guatemala	3,07	Brazil	9,11
Chile	3,07	Chile	8,44
Cuba	2,72	Guatemala	8,04
Ecuador	1,92	Ecuador	5,25

¹ 2011 constant prices e exchange rates; ² 2011 real growth adjusted for inflation (%);³ 000 jobs.

Source: World Travel & Tourism Council (WTTC), 2011. Available:

http://www.wttc.org/bin/pdf/original_pdf_file/2011_world_economic_impact_rep.pdf

2. The Prospects of Tourism in Brazil.

Statistics from the World Travel & Tourism Council (WTTC) show the economic importance of the tourism industry is having in the country. With an annual increase of 6.6% in the GDP, the federal government is developing strategies for tourism, many of them already included in Law No. 11.771/2008 establishing the National Tourism Policy. This law defines the role of the public sector, working on the promotion of logistics and providing conditions for the training of the workforce. In Table 3 are the values of the participation of tourism in GDP and the positive growth of each business segment in the industry. In the Reference Document for the National Tourism Plan 2011/2014, "between January and June this year, the total number of international arrivals reached 440 million, 19 million more than the same period in 2010".

Table 3: Tourism: Contribution to GDP in Brazil

Brazil	2011		
	US\$bn ¹	% of total	Growth ²
Direct contribution to GDP	129,6	3,3	5,1
Total contribution to GDP	356,7	9,1	6,6
Direct contribution to employment ³	2,826	2,9	6,0
Total contribution to employment ³	8,154	8,3	7,0

Visitor exports	12,5	2,9	4,9
Domestic spending	212,1	5,4	5,2
Leisure spending	203,8	5,2	4,6
Business spending	23,8	0,6	10,2
Capital investment	47,4	5,8	17,9

¹ 2011 constant prices e exchange rates; ² 2011 real growth adjusted for inflation (%); ³ 000 jobs.
Source: World Travel & Tourism Council (WTTC), 2011. Available:
http://www.wttc.org/bin/pdf/original_pdf_file/2011_world_economic_impact_rep.pdf

According to that document, Brazil is investing in programs for tourism development, with particular emphasis on infrastructure, such as the Growth Acceleration Program, with a view to holding the FIFA Soccer World Cup - 2014.

According to the report, there was between the years 2003 and 2008, a rise in income of Brazilians, with about 19.4 million people moving from class E to class D, while 1.5 million people were in class D amounted to upper income classes, and class AB had an increase of 6 million people.

Thus, one can notice the increasing tourist demand in the country, also detected by the increase in the number of domestic air travel. According to the Ministry of Tourism of Brazil - MTB, it is estimated that *"the domestic arrivals jump of 56 million, recorded in 2009 to 73 million in 2014. It is also projected to generate two million jobs in the formal and informal tourism sector between 2010 and 2014. The entry of foreign exchange is expected to grow 55% over the same period, rising from \$ 6.3 billion to \$ 8.9 billion in the year of realization of the SoccerWorld Cup in Brazil."*

There are now in the country sixty-five destinations inducing regional tourism development, according to studies prepared by MTB, which ranked them according to the following criteria: infrastructure, access, services and tourist facilities, tourist attractions, marketing and promotion of the destination, public policy, regional cooperation, monitoring, local economy, entrepreneurship, social aspects, environmental and cultural aspects. Based on these criteria was defined a score from 0 to 100 for each item and calculated the weighted average between them. Another criteria adopted by the study was the separation between the capital cities of states and not capital.

Balneário Camboriu and Porto Seguro were included in the regional macro-areas to which they belonged, Porto Seguro is one of the 23 destinations of macro-Northeast and Camboriu, one of nine destinations macro- south, as shown in Table 4 below:

Table 4. Destinations Inducing South macro-region

	UF	Destino Indutor
South macro-region	Paraná	Curitiba
		Foz do Iguaçu
		Paranaguá
	Rio Grande do Sul	Bento Gonçalves
		Gramado
		Porto Alegre
	Santa Catarina	Balneário Camboriú
		Florianópolis
		São Joaquim
Northeast macro-region	Alagoas	Maceió

		Maragogipe
Bahia		Lençóis
		Maraú
		Mata de São João
		Porto Seguro
		Salvador
Ceará		Aracati
		Fortaleza
		Jijoca de Jericoacoara
		Nova Olinda
Maranhão		Barreirinhas
		São Luís
Paraíba		João Pessoa
Pernambuco		Fernando de Noronha
		Ipojuca
		Recife
Piauí		Parnaíba
		São Raimundo Nonato
		Teresina
Rio Grande do Norte		Natal
		Tibaú do Sul
Sergipe		Aracaju

Source: Index of National Tourism Competitiveness - 65 Regional Destinations Inducers of Tourism Development - 2010 Report Brazil / Luiz Gustavo Medeiros Barbosa (Organizer), Brasilia: Ministry of Tourism, 2010.

To assess the competitiveness of destinations in the national and international scene, one of the items that had enough weight in the analysis, was the environmental status, not only in relation to tourism, but in general, assessing the following aspects:

1. Structure and municipal environmental legislation;
2. Potentially polluting activities in progress;
3. Public water supply;
4. The public sewage collection and treatment;
5. Collection and disposal of public waste, and
6. Conservation units of the municipal territory.

Interestingly, none of the items took into account aspects of the natural and man-made landscape in those destinations, which has a decisive influence on their choice by users, measuring just questions whose reflexes are of local interest for any city in the world.

3. Case Studies: Balneario Camboriu in Santa Catarina and Porto Seguro in Bahia

Municipalities Balneario Camboriu and Porto Seguro, are characterized as major national and international tourist destinations, receiving in 2010, respectively, 4.3 million (Department of Tourism Balneario Camboriu) and 1 million tourists (State Department of Tourism of Bahia) .

The two cities have in common, have been transformed into attractive destinations for mass tourism from the 80's, lacking infrastructure and without having a perspective of an urban planning that would guarantee a more sustainable future. With growing demand, both were being structured in different ways as reported below.

3.1. Balneário Camború

The occupation of the territory where is located the Balneario Camboriu occurred around 1758. However, the tourist potential of the region begins to emerge from 1920 with the first summer homes, residents from the Vale do Itajaí acquired the habit, so far inexistent, of use the beach as a recreational area.

The implementation of the route BR 101 in the 70's provided a very large increase of tourists, attracted by the region's natural beauty and ease of access, and also began the search for the resort by tourists from Latin America, especially Argentina.

The city continued to be consolidated as attractive, and in the last decade has suffer many changes that revitalized the tourism demand in your territory. Leisure facilities were implanted in the road that connects it with other coastal municipalities of Santa Catarina, and the city has promoted the strengthening of tourism for the elderly, which guarantees the occupancy of hotels and lodges outside the summer season. In high season the attractions are aimed at urban youth, with many leisure facilities addressed to this age.

Figure 3. Balneário Camboriu, 2010



Source: PMBC, 2010

Between 1991 and 2010, the municipality's population nearly doubled, as shown in Table No. 5. Since the summer season, the population reaches approximately one million inhabitants.

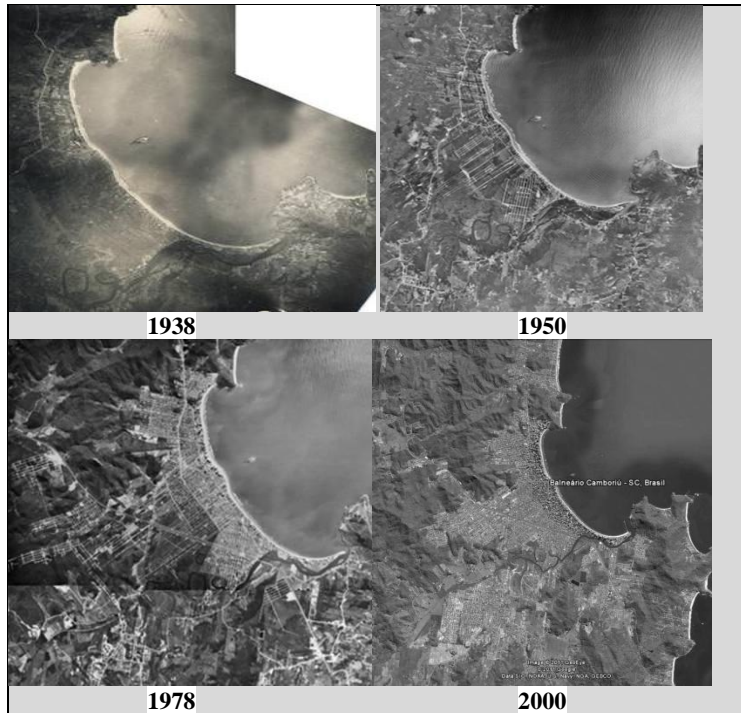
Table 5. Total Population by year – 1991, 2000 and 2010, Balneário Camboriu

Years	Total Population
1991	58,188
2000	73,292
2010	108,089

Source: IBGE, 2010

The images shown below are from the years 1938, 1950, 1978 and 2000, and show the evolution of the urban occupation of the municipality, which in just 62 years has become a dense, vertical city, and also one of the main touristic destinations of the South part of Brazil.

Figure 3. Images Balneário Camboriu - 1938, 1950, 1978 and 2000.



Source: Skalee, M; Reis, A. F. (2008)

However, environmental problems are growing in the same proportion, and urban area of the city has a poor infrastructure with narrow streets, from the initial installment of the soil, the sanitation does not reach many areas of the city and environmental comfort is forgotten by frequent building towers of buildings with 20 to 30 floors, which make the most use of the coefficients defined by applicable law, ignoring the fact that in each tower is a hundred more families will demand existing public facilities.

3.2. Porto Seguro

Porto Seguro guard as major tourist attractions, the fact of having been the site of entry of the Portuguese in Brazil, and also the existence of natural ecosystems with scenic beauty. It was recognized as a 'place of origin of the Brazilian nation" and was considered a National Historic Landmark by the National Institute of Historical and Artistic Heritage (IPHAN).

Figure 4. Porto Seguro, 2010.



Source: <http://www.photosshow.com/tag/porto-seguro/>

With an occupation that began long before Balneario Camboriu, the city began to have more touristic appeal from the 80s, reaching its consolidation in the 90s, when a week's stay "tour packages" were sold to a public that covered almost all income levels and ages.

At this stage, there was no environmental awareness in the region and organized tours to marine ecosystems were made without concern for the environmental sustainability of those spaces. These "packages" were offered at prices ever lower, sparking a growing movement in the region. This process led to the degradation of natural ecosystems. Its observation led to changes in the control of these areas, with the start of a policy to protect these spaces. The decrease in the number of tourists in the last century, led to the redirection of package deals for lower income classes C and D.

4. Concluding Remarks

The solutions found by municipalities are different. While Balneario Camboriu engaged in the implementation of a strategic planning, enhancing leisure attractions, Porto Seguro is reorganized with a more focused concern on environmental conservation of natural resources in their territory, despite the number of tourists heading for the beaches.

Balneario Camboriu gradually is transformed into a hub of regional trade and services, with the establishment of universities, as well as specialized trade. Its attractions are becoming increasingly urban (bars, restaurants, malls, cinemas, etc.) while the beach is becoming a background of leisure activities, according to their environmental characteristics and supply of nearby beaches with much more suitable conditions from the standpoint of water pollution.

It is noticed that from medium and long term, the city tends to alter its function in the urban network of the north coastal area of Santa Catarina, reinforcing its polarization on the surrounding coastal towns, with the exception of Itajaí, which has a port function and also represents region polarity.

Porto Seguro on the contrary, due to the recognition of its importance in Brazilian history and its coastline characteristics, will maintain its role as a regional tourist hub in the network of cities of Bahia. But if there is not a strategic plan for renewal, the city is threatened to enter the phase of stagnation, according to Butler.

Neither municipalities faced its consolidation as a tourist attraction, with a strategic vision for the future and despite still having a strong flow of tourists, are likely to meet the cost of failing to ensure a sustainable tourism. Balneario Camboriu, the permissive standards of construction, which has been producing a vertical and an exaggerated compaction, inconsistent with the road network and existing sanitation infrastructure. Porto Seguro, in turn, has sought new ways to value their natural resources, settling with the mass predatory tourism.

It is up to their governments to reflect on what future they are building and to local communities, if these cities will be what they wish for future generations.

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