

Chapter 84

Strategic analysis of tourism in the amazon: ecotourism and its potential for development

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ABSTRACT

The present work has as its theme the Strategic Analysis of Tourism in the Amazon: Ecotourism and

its Potential for Differentiation in the process of strategic planning in tourism. The objective is to strategically analyze tourism in the Amazon, making use of all the potential of ecotourism for the differentiation and competitiveness of the State.

Keywords: Tourism, Strategy, Differentiation, Ecotourism and Amazonas.

1 INTRODUCTION

This work aims to strategically analyze tourism in the Amazon, with a view to fostering local development through one of its potential, that is, its ecotourism to achieve levels of competitiveness that promote its insertion in the world market of tourist destinations and, consequently, the differentiation and competitiveness in the State of Amazonas.

The propositanalysis of the studies conducted points to the need to expand and deepen this discussion, identifying strengths and weaknesses, threats and opportunities, all that allows a great and complete mapping of what covers local tourism and seek from there, strategically analyze tourism in the Amazon and the potential of ecotourism for the competitive positioning of the state.

The main factors that have influenced this performance of building the image of tourism in the Amazon are targets of this investigation. For this purpose, some actors in public policies adopted as responsible for the perception of tourism were identified, among them: infrastructure of tourism equipment and services; professional training and qualification; formatting of products inubeseiged and segmented; strengthening of the cultural agenda with intelligent events; arrangements and productive partnerships; rational investments in marketing and promotion; creation of the observatory of studies, research and statistics, among others.

There are few studies in the literature on the theme of tourism in the northern region of Brazil. In this sense, it can be affirmed that Tourism is a recent field of studies, which justifies and endeafactors the need for new productions on the subject, contributing to awaken it from the importance of relevant studies that corroborate a greater understanding of what tourism is in its essence and what its importance is for the economy of a state, city, country, besides the understanding that tourism can be configured as a differential and competitive advantage for those who appropriate it as a tool for this. It is not surprising, therefore, that differences arise not only but also conceptual or focus divergences, starting with the academic environment,

which excels in the most important reflection effort and analytical and methodological treatment, thus placing itself in its irreplaceable position as a fundamental sector for the planning of the activity.

The educational and research institutions, however, have been offering their contribution much more in the formation of professional staff involved in the different levels and sectors of activity of ecotourism than in conducting research and generating a theoretical-scientific base that has been so lacking in the formulation of plans and strategies for ecotourism, reflection of this work.

Thus, based on the above, the proposed work is justified by the importance of the theme and the great interest for a strategic analysis of tourism in the Amazon: Ecotourism and its Potential for Differentiation in the tourism sector, nodded by the sporadic appearance of superficial analyses on the subject.

The above is hypothesized that ECOTURISMO can propose strategies measured and experiences for business management in the state of Amazonas, reconfiguring products and services, reconfiguring and giving local protagonism. Thus this work aims to:

- Structure in formations that can be the basis to define and conceptualize tourism and ECOTOURISM since its origin and evolution;
- I identified the marketing tools that best fit the reality of the State to stimulate ECOTOURISM.
- Investigate theoretical requirements bases and pillars for the formulation of strategies that allow to create competitive advantages for ecological tourism in the state of Amazonas.

Based on this, the methodological basis is structured in a qualitative descriptive study comprising a set of interpretative techniques that describe the components of a complex system of meanings.

2 ECOTOURISM IN THE AMAZON

The first contemporary references to the presence and movement of tourists in the Amazon with an alternative profile and special interests, according to Strategic Analysis of Tourism in the Amazon: Ecotourism and its Potential for Differentiation testimony of Jean Pierre Schwars (apud Pires, 2002) dates back to the 1960s and took place from its Peruvian part, more exactly in the region and iquitos.

Regarding the Brazilian Amazon, Silvio Barros II (1992) informs that, before the implementation of the first jungle hotel, the Amazon Lodge, in 1979, what existed in terms of tourist activities were the boat trips from Manaus to observe the picturesque meeting of the muddy waters of the Solimões River with the dark ones of the Negro River. There were also fishing and hunting activities, involving visitors in a purely conventional tourism spirit, despite the Amazonian exoticism offered as a setting. As the 1980s approached, experiences in Brazil began to take place involving, on the one hand, foreign tourists interested in knowing and experiencing the Amazonian environment and, on the other, the experimental offer of transportation and guide services by people established in the region.

3 PRINCIPLES FOR SUSTAINABLE STRATEGIES IN ECOTOURISM

The natureza, its fauna, flora, ecosystem and landscapes, is the attractions par excellence of ecotourism, and the natural areas that hold these attributes will be the destination to which the ecotourism activity will be focused. They will be all the more important the more they present themselves as a high degree of naturalness and express original and unique aspects. In turn, local communities, their culture and their way of life closely attached to nature, which serves as a means of life and surroundings, will be the focus of an ecotourism approach that enhances their authenticity and dignity.

The Amazon has been seeking to develop an ecotourism in order to preserve the environment, being the Brazilian state that registers the lowest rate of human interference in its natural heritage, respect for cultural values and benefits to the populations involved. The three types of forests existing in the Amazon Region: floodplain, flooded or igapó and terra-firme forest, attract visitors from all over the world for the biodiversity they shelter in. The igapó is rich in palm trees such as buriti, also has trees of great power and rare beauty with exposed roots and intertwined trunks forming a sanctuary of the most varied types of orchids.

The forest of the floodplain, located on the banks of rivers, suffering periodic flooding that fertilizes the land. The terra-firme is rich in noble woods such as laurel, cedar, mahogany and others. The fauna of the region consists of rodents, felines, exotic birds, primate quelons and a wide variety of fish. The Amazon is inserted, among other regions of the planet, in what scientists have agreed to call the Rain Forest- "Rainforest".

4 FINAL CONSIDERATIONS

The results of the research esplanable us allow us to recommend that the Amazon position itself as an ecotourism destination of luxury, assuming the strategic positioning of differentiation.

The junglehotels in the state today practice high prices, aimed exclusively at a class A audience, which chooses to have an experience with the exoticism of Amazonian nature without giving up refinement, luxury and comfort; it is small and almost unimpressive, compared to the other audience – which prefers luxury – one that seeks experiences in unusual places, unhealthy and sometimes even inhospitable, taking risks and exposed to all sorts of dangers. The market is promising for jungle hotels that bet on luxury: comfortable rooms, regional food, signed by recognized chefs, added to the experience of experiencing closer contact with nature, as well as works of the riverside peoples, natives of the place, for the success of this phase, it is essential to strengthen the activities of tourist marketing, consolidation of the brand of the region and development of supply, recommendations listed below.

Masterplan is a national program to formulate the agenda for the development of the tourism sector. It is a participatory process that involves the main actors. It provides multisectoral strategic guidance to answer all critical issues and tourism scenarios. Part I - Build competitive advantages (brand, nature,

regionality, culture, art, folklore, gastronomy among others), to make tourism central pillar of an Amazon Development Agenda, from Governance, strategic network of partners, human resources and infrastructure.

Thus, it is required that Amazonas narrows and consolidates its relationships with stakeholders, partners and investors, increasing its networking and, consequently, the robustness of its local tourism. Thus, it is recommended that public institutions and the components of the local tourism trade belonging to the private sector unite for the consolidation of local tourism; such union will support actions for the development of supply, such as those mentioned in these recommendations. It is recommended partnerships with states that are a case of success in Brazilian tourism – especially ecotourism – and, mainly, the state of Pará, which shares natural and geographical characteristics very similar to that of the Amazon, which can lead to a benchmarking action in order to help the Amazon to develop itself in terms of tourism.

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