

# BRAZIL AS A BUSINESS

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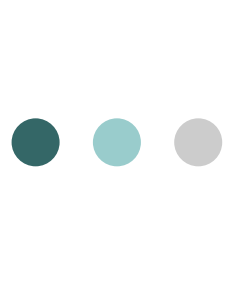
PRO-RECTORY OF EXTENSÃO AND CULTURE

FEDERAL UNIVERSITY OF PARANÁ



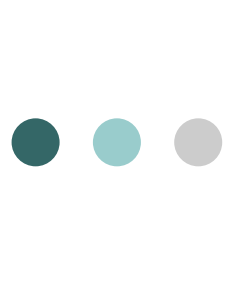
# BRAZIL AS A BUSINESS

- What are the worldwide tendencies in the tourism scene?
- Dream Society: What is and what are future tourism projects?
- How do we relate a Dream Society to tourism?
- Which of the principle characteristics of Brazil will be set apart in this context?
- How to promote Brazil as an international tourist destination?



# BRAZIL AS A BUSINESS

- Objectives:
- Identify the strong and weak points of the concept of brazilianess presented in the study “A Cara Brasileira”; “The Brazilian Face”
- Understand and analyse the opportunities of “Cara Brasileira” for the international tourism promotion of Brazil in the “Dream Society”;
- Propose promotional strategies for Brazil as a competitive international tourist destination, adapted for global needs and tendencies.



# O BRASIL COMO NEGÓCIO

Subjects	Authors
Marketing theory and Market Segmentat	KOTLER (2000, 2001 e 2003);
Marketing tendencies and consumer beh	MIDDLETON (2002);
Emotional intelligence	GOLEMAN (1997);
Tourist destination marketing	BIGNÉ, FONT, ANDREU (2000);
Image construction of tourist destinations	GANDARA (2001);
Dream Society	JENSEN (1999);
Economy of experience	PINE e GILMORE (1999);
Concepts of “Brazilianess” – The Brazilia	SEBRAE (2002);



# O BRAZIL AS A BUSINESS

## **Tourism Marketing Planning**

- Current planning tools;
- Tendencies which surround the need to know consumer feeling as a priority;
- Building of tourist destination images fundamental for their deployment;
- Market Segmentation(OFFER AND DEMAND)as a principal element of the future;




# BRAZIL AS A BUSINESS

## **The Dream Society and its implications for tourism**

- The concept: tendencies to the changes of life of all of the populations present in the planet. Territorial Society – Industrial – Information – Knowledge...;
- The Hearts' desires will be stronger than rational thoughts;
- Experiences overlap to the services;
- There must always be a history which accompanies the product – not merely just information;



# BRAZIL AS A BUSINESS

Information Society		Dream Society
Technology	→	Values
Rationalism	→	Emotions
Pragmatism	→	History
Physical comfort	→	Spiritual comfort
<b>Rational intelligence</b>	→	<b>Emotional intelligence</b>

Fonte: THR Consulting



# BRAZIL AS A BUSINESS

The green scenario	
- Prioritisation of actions “ecologically correct”	- Integration between nature and romanticism; - Lots of attention to environmental education
The scenario of the intelligent and busy consumer	
- Consumer technology conscious; - Little time – lots of ability;	- Products with a lot of technology; - Profile of a “connected” consumer;
The history scenario	
- Buyer of feelings, sensations, experiences; - Conquer the client by the heart;	- Good quality products, accompanied by his
The stable scenario, usual business	
- Live closeby to the current one	- Traditional product;

Fonte: JENSEN (1999)





# BRAZIL AS A BUSINESS

- INFORMATION/KNOWLEDGE SOCIETY
- DREAM SOCIETY



# BRAZIL AS A BUSINESS

- JENSEN (DNK, 1999) THE DREAM SOCIETY
- PINE II E GUILMORE (USA, 1999) THE EXPERIENCE ECONOMY
- GOLEMAN (USA, 1997) EMOTIONAL INTELLIGENCE



# BRAZIL AS A BUSINESS

- RATIONAL DEMAND – RATIONAL INTELLIGENCE  
– INFORMATION/KNOWLEDGE SOCIETY
- EMOTIONAL DEMANDS – EMOTIONAL  
INTELLIGENCE– DREAM SOCIETY



# BRAZIL AS A BUSINESS

- EMOTIONAL VALUE
- HISTORIES
- EXPERIENCES



# BRAZIL AS A BUSINESS

↳ **SERVICES:** CONJOINT OF INTANGIBLE  
ACTIVITIES CARRIED OUT TO CATER FOR THE  
CLIENTS NEEDS

↳ **EXPERIENCES:** CONJOINT OF MEMORABLE  
ASPECTS WHICH ATTRACT, CAPTIVATE AND  
FASCINATE THE CLIENT



# BRAZIL AS A BUSINESS

- NARRATIVE CLIC – FAITH POPCORN
- TOURISM 2020 – OMT



# BRAZIL AS A BUSINESS

**EACH TIME THE TOURIST WILL WISH TO TRAVEL TO DESTINATIONS WHERE NOT ONLY WILL HE VISIT AND CONTEMPLATE BUT IT WILL BE POSSIBLE ALSO TO LIVE IT ,FEEL IT AND BE A PERSONA OF HIS OWN TRIP.**



# BRAZIL AS A BUSINESS

- **SOME DEMANDS OF THE “NEW TOURIST”**
  - GOOD LIFE, PLEASURE, LUXURY
  - TRANQUILITY, COMFORT AND SPIRITUAL PEACE
  - BELIEFS
  - THE “HYPERTOURISM”, ARTIFICIAL SPACES





# BRAZIL AS A BUSINESS

- **SCENARIOS (JENSEN 1999)**
  - FOCUS ON THE SYSTEM
  - FOCUS ON THE CLIENT
  - FOCUS ON SEGMENTATION



# BRAZIL AS A BUSINESS

- **THE TOURIST GETS INVOLVED IN THE EXPERIENCES MENTALLY AND OR ALSO PHYSICALLY**
- ACTIVE OF PASSIVE ACTIVITIES
- ESTHETIC OR “ESCAPE” EXPERIENCES



# BRAZIL AS A BUSINESS

- GENERAL TOURISM INTEREST FOR SPECIFIC TOURISM INTERESTS
- ADVENTURE TOURISM FOR APPEALING/ENCHANTING TOURISM
- NECESSITY TO LEARN /UNDERSTAND THE PSYCHOLOGICAL SYSTEM OF THE TOURIST



# BRAZIL AS A BUSINESS

LOTS OF THE NEW “NEW TYPES OF TOURISM” ARE  
ALREADY BEING OFFERED IN THE PROMOTIONAL  
MATERIAL FOR SOME DESTINATIONS,  
ATTRACTIONS, HOTELS, OPERATORS



# BRAZIL AS A BUSINESS

- 4 “PS” X 4 “CS”
  - PRODUCT X CLIENT VALUE
  - PRICE X COMPATIBILITY
  - DISTRIBUTION X CONVENIENCE
  - COMMUNICATION



# BRAZIL AS A BUSINESS

- **COMPETITIVE STRATEGY (BORDAS 2004)**
  - **RED:** INJECT EVERY OTHER TIME MORE QUALITY TO THE SERVICE PROCESS, INCREASE THE COST AND THE DIFFICULTY TO COMPETE FOR THE PRICE



# BRAZIL AS A BUSINESS

- **COMPETITIVE STRATEGY (BORDAS 2004)**
  - **GREEN:** UNDERSTAND AND CATER FOR THE RESULTS AND SENSATIONS LOOKED FOR BY THE TOURIST, CASH IN ON THE COMPATIBLE PRICE AND SATISFY BOTH PARTIES



# BRAZIL AS A BUSINESS

- **HISTORY OF HUMANITY**
- IMMAGINATION
- MYTHS, LEGENDS, HISTORY





# BRAZIL AS A BUSINESS

**THE MATERIAL BEFORE DREAM SOCIETY ARE HISTORY, MYTHS AND LEGENDS WHICH ARE NORMALLY TRANSMITTED VIA WORD OF MOUTH, WRITTEN FORM, BY MEANS OF PICTURES OR PRODUCTS WHICH PEOPLE CHOOSE TO GET CLOSE TO IT**



# BRAZIL AS A BUSINESS

**PEOPLE ARE FREE TO TELL THEIR STORIES  
THROUGH THE PRODUCTS WHICH THEY BUY**



# BRAZIL AS A BUSINESS

**THE PRODUCTS AND SERVICES WILL BE USEFUL TO  
CONFORM THE STORIES WHICH WILL BE TOLD, THE  
EXPERIENCES WHICH WILL BE BEING LIVED.**



# BRAZIL AS A BUSINESS

**THE STORIES/ACCOUNTS HAVE TO POSITION  
THE PRODUCTS FARAWAY FROM THE DAILY LIFE/  
STANDARDISING EACH ONE AND WITH A LOT OF  
APPEAL AND KNOWLEDGE, TO CONSTRUCT  
MAGICAL DESIREABLE SCENARIOS FOR THE  
CONSUMERS**



# BRAZIL AS A BUSINESS

- **PRODUCTS**

- FACILITATE THE COMPREHENSION OF THE PRODUCT
- TANGIBILISE THE INTANGIBLE
- SUSTAINABILITY OF THE PRODUCTS
- PARTICIPATION OF ALL OF THE ACTORS



# BRAZIL AS A BUSINESS

- **HUMAN RESOURCES**

- STORYTELLERS
- CAPACITY TO CREATE, CO-OPERATE, MOTIVATE AND LAUNCH INITIATIVES
- CAPACITY TO ACQUIRE AND INTERPRET KNOWLEDGE
- CAPACITY TO IMPROVE THE ENVIRONMENT



# BRAZIL AS A BUSINESS

- **HUMAN RESOURCES**

- HIGH LEVEL OF EMOTIONAL INTELLIGENCE
- CAPACITY TO LISTEN, FEEL, INSPIRE, BE CREATIVE, SPEAK FROM THE HEART
- HAVE RESPONSABILITIES AND SOCIAL COMPETENCIES



# BRAZIL AS A BUSINESS

- **HUMAN RESOURCES**
  - CREATORS AND NARRATORS OF STORIES/ACCOUNTS
  - CREATORS AND SELLERS OF EXPERIENCES





# BRAZIL AS A BUSINESS

- NECESSITY OF A SPECIFIC COMMUNICATION FOR A DREAM SOCIETY
- “YOU ARE GOING TO DISCOVER THAT THE EXPERIENCE GIVES A DISTINCTIVE LIGHT MOREOVER THAN WHAT YOU SEE. AUSTRALIA IS NOT A PLACE TO BE A SPECTATOR-IMMERSE PROFOUNDLY”



# BRAZIL AS A BUSINESS

- NECESSITY FOR ADEQUATE RESEARCH METHODS FOR DREAM SOCIETIES
- EMOTIONAL RESEARCH, IN DEPTH INTERVIEWS, TECHNICAL PROJECTS, SIMULATIONS, TESTS, ETC.



# BRAZIL AS A BUSINESS

- GLOBAL COMMUNITY AND LOCAL STORIES/ACCOUNTS
- LOCAL COMMUNITY AND GLOBAL STORIES/ACCOUNTS





# BRAZIL AS A BUSINESS

- THE RIGHT TO HAVE ACCESS TO THE DREAMS
- BETTER LIFESTYLE CONDITIONS
- STANDARDISATION OF THE “HISTORIAS” E THE CONSUMER HABITS
- CULTURAL VARIATIONS AND VALUE SYSTEMS



# BRAZIL AS A BUSINESS

- THE INNOVATION CONSISTS IN TELLING OF STORIES/ACCOUNTS/HISTORY BY MEANS OF QUALITY PRODUCTS AND SERVICES MAKE THEM CONSUMEABLE AND CONVERT THEM INTO EXPERIENCES
- THIS IS THE CHALLENGE FOR THE COMPANIES AND THE DESTINATIONS IN THE DREAM SOCIETIES



# BRAZIL AS A BUSINESS

## **Brazil: environmental and social- cultural aspects**

- Continental size, natural diversity;
- Biodiversity – one of the largest in the world;

Racial miscegenation racial; rich cultural production, creativity;

- Naturally planned histories – immigration, traditionsl fetes, gastronomy, folkloric legends myths;
- Pluralism of tourist offers;



# BRAZIL AS A BUSINESS

## **A “Cara Brasileira” “The Brazilian Face”: the concepts of brazilianess**

- Objective of the study: organise and systematise knowledge on brazilian identity and the implications for its applications into our products and services;
- Subsidise the construction of a interesting strategy especially for businesses - it is necessary to know its differencies, strong and weak points before the international context;
- Ex: kiwi from New Zealand, swiss chocolate, french perfume



# BRAZIL AS A BUSINESS

- Investigation carried out by specialists in various thematic axis which form the brazilian culture;
- “Focus Groups”;
- Natural and cultural patrimony – the main ones:
  - Natural exhuberance;
  - The people;
  - Ample cultural production;
  - Great icons – Ronaldo, Roberto Carlos, Ronaldinho;





# BRAZIL AS A BUSINESS

Strengths	Weaknesses
- Racial and cultural pluralism;	- Lack of self-esteem;
- Cultural coming from tradition and life experiences varied;	- The idea of always wanting to take the advantage away from others;
- Happiness and optimism;	- Such a slight with technique;
- Pluralist characteristics and syncretic of culture;	- Lack of confidence in the authorities and government;
- The emphasis on personal relationships	- The little divulgation of cultural Brazilian work in all of the world;
- Hospitality and cordiality;	- Arrogant informality which is laid against the law;
- Creativity (communication, artisan, sports);	- The conviction that everyone tricks you only to earn more;
	- The dishonesty in the name of the family or friends ;
	- Lack of promise in relations or signed agreements ;

Fonte: SEBRAE (2002)



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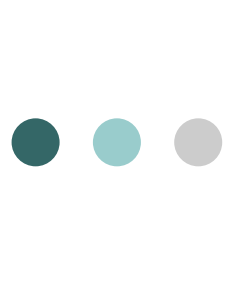
## **Opportunities and threats for the applied concept of Brazilian identity for promotion of tourism in the Dream Society**

- Worldwide tendencies: appreciation of the potentiality by means of the volume of negotiations and international commerce – positioning for the economic weight;
- Tourism – allow integration of the developing nations with a worldwide economy;
- Passage from “economy of services for economy of experiences”;
- Tendency to appreciate the local experiences ;



# BRAZIL AS A BUSINESS

Opportunities	Strong points
The green scenario	Aspects of biodiversity, with stories of da “Great Mother Nature”;
The scenario of the intelligence	The Brazilian race has high creativity and a high level of adapting to international relations , the Brazilian smile will be crucial in order to conquer the client
The history scenario	Big collective manifestations, or cultural pluralism built by its years of history
The international domain business	Brazil offers a “good welcome” to foreigner: human warmth put together the public and the private, emotion and the law. English is already the



# BRAZIL AS A BUSINESS

Threats	Weaknesses
Incertainty of the scenarios and an ample	Certain slight for the technique – difficulty in prepar
Permanent scenario, usual business	Continue not to be competitive in the international, c
International market regionalised too mu	In general Brazilian companies are not prepared to



# BRAZIL AS A BUSINESS

## Analysis:

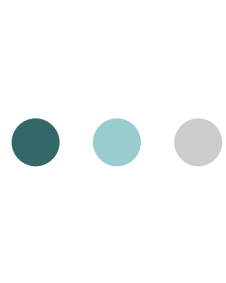
- Finds its potential consumer market , and enter with specific products, branched inside a segmentation suggestion : cultural tourism, ecotourism, sports, business and events, and sun and beach;
- Focus on the main strong points : nature, culture and people. Use adequate colours. Create a slogan. Adapt its product to the experiences : dreams and histories/stories



# BRAZIL AS A BUSINESS

Analysis:

- Develop a promotional strategy grounded in the pillars:
  - Enchant the visitor ;
  - Brazil as a natural exhuberance ;
  - Rejuvenate in Brazil ;
  - All races. All tastes;
  - Beauty, enchantment and passion;
- Adapt its tourist products for unique experiences ;
- Work to be the leader between the current rival Latin countries – Mexico, Caribbean, Argentina;



# BRAZIL AS A BUSINESS

Final considerations:

- The concepts and scenarios proposals for the Dream Society theory will be understood;
- The concepts of Brazilianess will be analysed where they can be optimised or have to be eased in the future international context;
- The possible future scenarios for the characteristics of Brazilianess were indentified inside the perspective of the Dream Society;
- Strategic suggestions will be made for the promotion of Brazil in this new context .



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