

BRAZIL ATTRACTS ECO-CONSCIOUS TOURISTS WITH SUSTAINABLE DESTINATIONS



Ecotourism is big part of Brazil's global growth. The annual increase rates remain between 15-25 percent and according to the World Tourism Organization it outweighs conventional tourism growth.

The main goal is to encourage socially and environmentally responsible tourism that would be productive for the economy. According to the Brazil Ministry of Tourism, the country is aiming to use natural resources consciously and in structured way. **Brazil is committed to new way of valuing land among its sustainable destinations specially focusing on the Amazon, Marajó Island, Pantanal and Caiman Ecological Refuge.**

Amazonas, which is located in the middle of the planet's largest rainforest, the Amazon Rainforest, is Brazil's largest state and it is one of the most famous places in the world. It covers about 1.5 million square kilometers, occupying more than 18 percent of the national territory. It is also one of the most preserved states in the country which includes protected areas, forests, parks and reserves covering about 98 percent of this area.

Nature tourism is the main attraction of the Amazon itineraries which offers tourists the chance to meet, learn and value the importance of tropical flora and people who live there. In addition, travelers can visit the Sierra de Capibara in Pará, a region proclaimed by the United Nations Scientific and Cultural Organization (UNESCO) as world heritage.

Marajó Island, located in the State of Pará, is attracting tourists who are seeking sustainable destinations. Fluvialmarine Marajó is the largest island in the world with rich geography and varied biodiversity, covering part of its territory on the sea and part of the Amazon River. **Eco-tourists can hike and enjoy the preserved fauna, such as the buffalo - symbols of fate that are bred freely around the island.**

Pantanal, an ecological paradise in the heart of Brazil spans through the states of Mato Grosso and Mato Grosso do Sul with total area of 230,000 sq km is also considered by UNESCO as a Natural World Heritage. With periodically flooded seasonal forests its ecological importance is immense to host one of the richest ecosystems ever found. Fishing is the fastest growing tourism activity in Pantanal during the flood season.

Caiman Ecological Sanctuary is located in the state of Mato Grosso do Sul and extends over an area of 53 hectares. The sanctuary operates a major program of conservation to maintain that Private Reserve Natural Heritage (NHPR). It promotes various projects such as Caiman Recycling which encourages collection and separation of waste throughout the area of 5,600 hectares.

Pantanal Cuiabá is considered an ecological sanctuary for its natural biodiversity. One of the determining factors for choosing this city to host the 2014 World Cup was developing several sustainable actions. Organizers of the mega event made commitments to make sure that the World Cup has the least possible environmental impact. The Pantanal Arena Stadium is one of eight stadiums in Brazil that seeks LEED - Leadership in Energy and Environmental Design - certification which verifies and attests to the environmental quality of an enterprise.

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