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Altri autori (Persone)	DredgeDianne PalharesGuilherme Lohmann
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in hosting mega-sport events; Introduction; Sustainability and mega-sport events; Research approach  
The 2007 Rio de Janeiro Pan American Games and the 2016 Rio de Janeiro Olympic Games - lessons to be learned  
The 2014 FIFA World Cup and challenges for Brazil; Conclusions; References; 6 Challenges and opportunities for small businesses in and around Brazilian protected areas; Introduction; Tourism, protected areas and small enterprises; Case study background; Research rationale and methodology; Findings: the process of upgrading in the SCC; Conclusions; References; 7 Tourism development and distribution channels in Brotas: Brazilian adventure capital; Introduction  
Adventure tourism: development and distribution channels  
Adventure tourism in Brazil; Methods; Findings; Discussion and conclusion; References; 8 Protecting sea turtles via ecotourism: the case of the TAMAR project in Praia do Forte, Bahia; Introduction; Background: sea turtles and ecotourism; The TAMAR project and sea turtle conservation in Brazil; Methodology; Results; Discussion; Conclusion; References; 9 Backpacker tourism in the Brazilian Amazon: challenges and opportunities; Introduction; Conceptualizing backpacker tourism; The Brazilian tourism industry; Methodology; Findings  
Conclusion  
References; 10 Sensual tourism in Brazil: the off-season carnival (micareta) experience; Introduction; Background; Motivation; Sensuality in tourism; Methodology; Findings; Discussion and conclusions; References; 11 Staged indigeneity and the Pataxo; Introduction; Theory, field and method; Indigeneity tourism; The Pataxo case; Conclusion; References; 12 Tourism education and research in Brazil; Introduction; The Brazilian education system; Tourism education in Brazil in the international context; Development of tourism education and research in Brazil  
Postgraduate tourism education in Brazil

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### Sommario/riassunto

"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, sensual tourism, adventure tourism and ecotourism and the implications for tourism research and education are examined. The book draws from theoretical foundations and practical insights, and gives voice to Brazilian researchers who are actively engaged in researching tourism. Drawing from cutting edge cross-cultural research, this original and timely book will be of interest to students, researchers and academics in the areas of Tourism, Geography and related disciplines"--

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