


# TOURISM AND THE SUSTAINABLE ECONOMY IN CEARÁ

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by  nupex

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## EDITORIAL

**ANYA RIBEIRO**

Partner and executive at Anya Ribeiro Business Connection | Director of Tourism of the Brazil-Portugal Ceará Chamber of Industry, Commerce and Tourism | Chair n° 13 of the Brazilian Academy of Events and Tourism

In the splendor of the dunes and the tranquility of Ceará's waters, Ceará's economy weaves its most vibrant and promising fabric: sustainable tourism. This October edition explores the multifaceted connections between tourism and the sustainable economy, revealing not only its intrinsic importance for the state, but also the growing interest of investors from different corners of the world, attracted by a horizon where prosperity goes hand in hand with environmental responsibility.

With a conscious eye on the present and the future, for 30 years Ceará managers and entrepreneurs have been in continuous motion, strengthening territories, communities and people in order to sustainably develop tourism in the state. A collective effort to leverage economic activities in a connected way, boosting the diversity of business opportunities in tourism activity chains, and of course, creating jobs, organizing and promoting territories with sustainable potential, always observing the appreciation of existing natural and cultural heritage.

Tourism is perhaps the only vital source of a fair, sustainable, inclusive and democratic economy in the Northeast of Brazil. But always with an eye on sustainability aspects. Planned, programmed and concrete actions have been sequenced responsibly, in order to create and ensure friendly and sustainable business environments, mitigating damage to our natural and cultural coastal and inland spaces/territories, while promoting and advancing the construction of sustainable economic activity.





Essential themes in the context of tourism are addressed and explored in connection and convergence. The "Creative Economy", the economy of abundance, is a fundamental pillar for renewal and innovation in tourism. An analysis of the "Relevance of the tourism sector for the state of Ceará" is presented, highlighting its substantial contribution to the local, regional and state economy, through the decentralization and internalization of structuring investments and the diversity of businesses in the sector. Navigates, including the "Blue Economy in Ceará", a concept that promises to revolutionize the way we interact with our maritime resources.

It celebrates "October: Month of the Cruise Season", highlighting the state's potential as a destination for tourists also by sea. In the 1990s, Ceará was already becoming an international destination for windsurfing, bringing Europeans and Americans to the international events of the Professional Windsurfers Association, PWA (1998) and Ceará Wind (1999), up to Winds for Future (2019). And it hasn't stopped!

The winds of Ceará are the winds of innovation and inspiration! The "Hub Cumbuco: pure innovation and sustainable development" is a promising initiative, aligning progress with preservation.

In the academic field, a "brief study of Ceará's immigration profile" reveals the cultural nuances that enrich our state. "Events Tourism and its Impact on Ceará's Economy" demonstrated how meetings and conferences of all kinds can boost various sectors. In the event "Jericoacoara and Sustainability", there was a continuous effort to balance development and conservation. "Ceará: The Kitesurfing Paradise" highlights with greatness and beauty the interaction between sport, territory, people and nature, playing a leading role in water sports tourism which brings kitesurfers from all over the world to Ceará...while "Tourism Business and the 2030 Agenda" reminds us that we are allied to global commitments to guarantee a future of opportunities with sustainable development.

Finally, perhaps unheard of for many readers, in the Baturité Massif, Serra de Guaramiranga, we have "rural tourism with the Green Coffee Route in Ceará", an immersive experience in the history of the state's rich agricultural culture, shade-grown coffee.



As I contemplate and talk about the lands, people, beaches, winds, sun, shade, these products of the beauty of our Ceará, I emphasize that we always have our arms open to welcome visitors and tourists from all over the world.

However, we invite you to join us in practicing sustainable tourism, leaving your legacy of respect and preservation here for our future generations. "May the breezes of Ceará whisper in ears around the world: here, natural beauty meets collective responsibility, drawing horizons where progress and preservation dance in perfect harmony."



# SUSTAINABLE TOURISM IN CEARÁ

Ceará, known for its stunning beaches, rich culture and hospitality, is making a name for itself not only as a popular tourist destination, but also as an example of sustainable tourism. Sustainable tourism is an approach that aims to preserve a region's natural, cultural and social resources, while ensuring that future generations can enjoy the wonders it has to offer.

Sustainable tourism is a practice that takes into account the environmental, economic and social impacts of tourism. It seeks to balance economic development and environmental preservation, while promoting respect for local culture and community involvement. In Ceará, this approach translates into concrete actions that value its natural beauty and local traditions.

Examples of Sustainable Tourism in Ceará:

**Preservation of Mangrove Areas in Jericoacoara:** Jericoacoara is another popular tourist spot in Ceará. Here, conservation efforts are visible in the protection of mangrove areas, which are essential for marine life. Visitors can take canoe trips through the mangroves, accompanied by local guides who highlight the importance of this ecosystem.

**Sustainable Hotels on Cumbuco Beach:** Cumbuco Beach is famous for its kitesurfing activities and beautiful beaches. Many local hotels and resorts have adopted sustainable practices such as recycling, efficient energy use and water conservation, helping to reduce the environmental impact of the hotel industry.



**Kitesurfers riding together on Cumbuco Beach by Nilton Alves. Source: ge.globo.**

# QUANTITATIVE ASPECTS OF TOURISM IN CEARÁ

The state of Ceará is one of the primary destinations chosen by tourists. With an extensive coastline and a consistently pleasant temperature ranging between 28°C and 30°C, it has become a praised destination for many due to its diversity of activities and gastronomy. In terms of Brazilian tourists visiting the state, accordingly to Ceará Department of Tourism (Setur), a research made between the months of december of 2022 and february of 2023 the majority are from the Northeast, accounting for 40.23% of the total. They are followed by tourists from the Southeast (31.30%), North (14.86%), Midwest (9.68%), and South (3.92%). Among international tourists, the top visiting countries are Portugal (22.90%), France (17.17%), Italy (16.16%), and Argentina (7.41%).

Ceará was considered the only state in the country to have a positive balance in its tourism services. According to the Brazilian Institute of Geography and Statistics (IBGE), saw that in April, had an increase in services by 1% compared to March. According to the agency, the segments that saw an increase were: restaurants, hotels, travel agencies and public road transportation.

The Ceará Department of Tourism (Setur) says that there was an increase of 8.5% in the high seasons of 2021/2022 compared to previous years. in the months of december of 2022 and february of 2023, the hotel sector, in addition to showing a growth of 9.3%, recorded a revenue of R\$ 3.2 billion.

Tourism also grew by approximately 4% in April when compared to March, which is above the Brazilian average. It is a sector of significant importance for the local economy and has attracted numerous tourists to various regions of the state of Ceará, maintaining a positive economic scenario and enhancing the country's prominence.



**“A Praia de Meireles que se acende” by Alex Uchoa. Source: Viagem e Turismo.**



The increase in tourism has a positive impact on job creation. According to the Institute for Labor Development (IDT), it was estimated that in February 2023, due to the Carnival holiday, approximately 1,500 temporary jobs would be generated in the bar, restaurant, transportation, and accommodation sectors.

In August 2023, the Brazilian Agency for International Tourism Promotion (Embratur) chose Ceará as one of the main locations to be promoted internationally, taking part in promotional campaigns in the United States, Europe and Latin America. The main reason for this was the variety of activities available that extend beyond sun and beach experiences, as well as the gastronomic delights found in various culinary hubs throughout the state of Ceará



**Coastline of the city of Canoa Quebrada. Source: MPCE**

# THE BUSINESS TOURISM IN CEARÁ STATE

In 2022, the city of Fortaleza had an impact of R\$347 million on the local economy in event tourism. After the pandemic, the business tourism sector has been growing significantly and has plenty of potential to be explored.

By November 2023, the Ceará Events Center will have an average of one event every two days, with approximately 70,000 participants. For 2024, the Union of Event and Related Organizing Companies of the State of Ceará (SINDIEVENTOS) expects business events to grow by 30%.

Ceará has also taken part in trade fairs in countries such as Germany, to attract partnerships and show the state's potential for hosting corporate events. The Department of Tourism (SETUR) is seeking to place Ceará on the MICE (Meetings, Incentives, Conferences, and Exhibitions) route, where companies and organizations look for destinations to host events. For this reason, next year Ceará is due to host some G20 events, with work meetings welcoming around 200 foreign delegates from the world's biggest economies.



Source: Expolog.

In this month Fortaleza city will host important events such EXPOLOG 2023 (international logistics expo) will focus on governance and logistics for the energy transition. This is the largest logistics fair in North/ Northeast of Brazil, with international logistics seminar, discussing global trends and opportunities in logistics at global level.

The event will offer networking opportunities, direct negotiations, lectures, and trade fairs, with developments in the areas of innovation, sector meetings, business roundtables, hackathons and technical visits. It will have a hybrid format (digital and face-to-face) to enable participation from other parts of Brazil and the world, as well as keep up with global trends in the area. The event will include an international logistics seminar and an agribusiness logistics seminar.



The Siará Tech Summit 23 will explore innovation and business generation in the North/Northeast, covering the main global trends, lectures, mentoring, courses and case studies. The event will have more than 300 exhibitors, business roundtables, acceleration spaces, connectiona with investors, market partners, leaders and artificial intelligence specialists.

**SOURCE: Siará Tech Summit.**

Fortaleza Stone Fair is considered one of the most important fairs in the Northeast for the stone industry. As well as being an opportunity to learn more about ornamental stone, the public will be able to make business contacts, see technological innovations and best practices in the industry.

Expo Favela Ceará was an event dedicated to promoting dialog between startups and entrepreneurs from the favelas and businesspeople from various sectors. The event was attended by ministers, artists, entrepreneurs



**Photo: Theyse Viana**

# TOURISM AND SUSTAINABLE ECONOMY'S POSTS

In this post we highlighted creative the fundamental place that creative industry occupies in Ceará.

Covers activities related to cultural expressions, visual and performing arts, advertising and print media, audiovisual, creative services and much more.



To show how tourism is an important source of income for Ceará's economy, is shown in this post quantitative data on economic growth.

In 2023, the tourism sector in the state grew by around 24%, above the national average. Our state's main areas of tourism are leisure, business, events, sports, and ecotourism.

In this post we highlight factors which characterizes the state as a potential leader for business related to the economy of the sea. Sun and wind in abundance are some examples of these factors.

It is also mentioned three pre-contracts that have been signed for the Ceará Green Hydrogen Hub and the relevance of companies like Qair Brasil - Qair Group.





# TOURISM AND SUSTAINABLE ECONOMY'S POSTS

In this post is mentioned the cruise season that happened during the October month. The Ceará's Secretary of Tourism, Ywraza Albuquerque highlighted: "It's very important to exceed the expectations of these tourists so that they come back and enjoy more of our state, our gastronomy, and handcrafts, adding more money to the economy and generating jobs and income. We're negotiating so that cruise ships can stay overnight in Fortaleza, allowing tourists to visit other destinations in our state".



Considering the whole immigration profile, the state of Ceará is not a popular destination for immigration. That is why we brought in this post a brief study about this phenomenon.

It has been shown that immigration is relevant to bring about economic prosperity, innovation and enrichment of the local culture and diversity.

"Events tourism" is the name given to the rise in domestic and international tourism caused by events and conventions, typically relating to business, academia, entertainment or culture and many times being a mixture of these. In this way we discussed in this post about the impact of these events on Fortaleza's economy.



# TOURISM AND SUSTAINABLE ECONOMY'S POSTS

In this post we highlighted the initiative of The Hub Cumbuco, located in Ceará, which is an open and free space dedicated to promoting social innovation and community articulation, an example of these actions was the performance on Winds for Future Festival. It is also related to achieve the ONU Sustainable Development Goals.



In this post the focus is on Jericoacoara, which is a coastal village situated in the state of Ceará and has emerged as a symbol of sustainability and environmental preservation, serving as a role model for other tourist destinations worldwide.

The Green Coffee Route is the highlight on this post. The beans produced in the region of Baturité Massif, around 100km away from the capital, Fortaleza, have been consumed in the best coffee shops in France and, even better, they are grown in a mountainous region of the state that is a great destination for tourists.



# TOURISM AND SUSTAINABLE ECONOMY'S POSTS

Ceará is increasingly becoming the best destination in Brazil for extreme sports. With its privileged coastline, strong and constant winds, plenty of sunshine and ideal water sports enthusiasts, especially kitesurfing. Which is why in this post we highlighted that Ceará broke Guinness World Record with 596 kitesurfers in the Cumbuco sea during the month of September.



In this post we discussed how Beach Park, a tourist complex in Aquiraz, Ceará, is contributing to the sustainable development. During this month the complex hosted the Conexão ODS event, a three - day meeting in which themes related to the United Nation's Sustainable Goals were discussed, including: climate justice, mental health, decarbonization, water, oceans and impact investment.







# ALEXANDRE PEREIRA

Secretary of Tourism of Fortaleza | President of the National Association of Secretaries and Directors of Tourism (Anseditur) | Professor of the Post-Graduation in Tourism Business at Unifor

In addition to his role as Fortaleza's Secretary of Tourism, Alexandre Pereira holds the position of the President of the Cidadania Party in Ceará. He is a distinguished member of the Cearense Academy of Administration (Acad) and the Cearense Academy of Tourism (ACT). In an interview with Unifor, Alexandre Pereira delves into the roles of the tourism and service sectors in Fortaleza's socio-economic development while underlining an imperative need for the education and grooming of professionals and managers in the tourism domain. We, at Ceará Global, had the task to translate this great piece and bring it to our readers.

Emilio Viana Filho | Ceará Global Collaborator

**Fortaleza is one of the most popular destinations for tourists, not only because of its beaches, but also because of the agenda of events, gastronomic routes and cultural attractions that have been growing and consolidating themselves on the Brazilian tourist map. How has the municipality worked to stimulate and develop urban infrastructure and the service sector to attract and welcome visitors?**

At the Fortaleza Tourism Office, we have the Tourism School, which provides courses in the communities, offering training in community-based tourism and training in possible areas of work, such as bartending. Hotels are also trained by a team from the Secretariat, who gives lectures about the capital's tourist attractions. Fortaleza City Hall recently launched the Fortaleza Bilíngue [program], which offers language courses aimed at tourism.





Concerning infrastructure, over the years, since the last administration, the City Council has carried out various interventions, such as improving tourist corridors, redeveloping the Fish Market, the new Beira-Mar - which looks spectacular and is a source of great satisfaction among residents and tourists - and the Beira-Rio in Barra do Ceará, among others.

Currently, the Infrastructure Secretariat is upgrading Iracema Beach, continuing what has already been done on the Beira-Mar, to attract more visitors and offer more comfort and leisure to residents and tourists.

**According to the research "Economic Impact of Event Tourism 2022", released by Fortaleza City Hall in July 2023, event tourism brought an impact of R\$347 million to the city's economy last year alone. What role does the service sector play in the capital's budget and social development?**

The service sector plays a fundamental role in the budget of many cities, such as Fortaleza, as well as making a significant contribution to their social development. Firstly, it contributes to the city's budget. This sector is generally one of the main sources of income for many cities, including the capital Fortaleza.

This is because it encompasses a wide range of economic activities, such as tourism, commerce, finance, health, education, information technology, entertainment, among others. Activities in this sector generate jobs, income and, consequently, taxes for the local government, which redistributes it through investments in the city itself, whether through infrastructure or other policies.

In the case of event tourism specifically, conferences, fairs, exhibitions and other events attract participants from other municipalities and even countries, which boosts local consumption, hotels, gastronomy and other services, generating employment and income directly and indirectly, as well as contributing to increased revenue collection, whether via the ISS (Service Tax) or ICMS (Tax on Circulation of Goods and Provision of Services).

The service sector also has a significant impact on the social development of a city, as it not only generates direct jobs, but also enables the creation of indirect jobs in areas such as transportation, food supply, cleaning, security, among others. This helps to reduce unemployment, improve living standards and increase the population's quality of life.



In addition, the development of service-related infrastructure, such as hospitals, schools, shopping centers and entertainment venues, improves accessibility to essential services and contributes to the general well-being of the population.

The service sector also plays an important role in diversifying a city's economy. It allows a city not to rely exclusively on sectors such as industry or agriculture, which can make the economy more resilient to cyclical fluctuations. Economic diversification helps mitigate the risks associated with shocks in specific sectors and provides a more stable basis for long-term growth.

Cities with a well-developed service sector also tend to attract investment and talent. Companies operating in the service sector look for locations with skilled labor, adequate infrastructure and a business-friendly environment. This, in turn, can lead to sustainable economic growth and the creation of more qualified job opportunities.

Overall, the service sector plays a multifaceted role in a city's budget and social development. Whether through tourism, education, health, technology or other services, it contributes to the economic vitality and quality of life of residents.

### **With the post-pandemic resurgence of demand, especially in already nationally acclaimed destinations such as Fortaleza, is there a necessity for a quality workforce specialized in tourism? In which way do qualified professionals contribute to a more robust and sustainable tourism development?**

Yes, the tourist profile is always evolving. We are always conducting research, through Fortaleza's Tourism Observatory, to identify where we can improve.

In terms of professional training, we have the Tourism School, which offers courses aimed, mainly, at the concept of community-based tourism. An example is the community of Poço da Draga, where we have offered various courses in partnership with SEBRAE, private companies and others. One of which was the bartending course, which is highly demanded in bars and restaurants.

It is also important to talk about destination capacity building. Ecological and sustainable tourism, for example, has advanced a lot, and the destinations have to be prepared to attend to the demands of this new visitor.



Fortaleza is already working on this new demand. Plenty of initiatives by the city government as a whole have qualified the capital city as one of the best touristic destinations in the country. In June, this year, we were one of the ten destinations selected by the Ministry of Tourism (MTur) to participate in the "Estratégia Nacional DTI Brasil", which aims to qualify selected cities to become "intelligent touristic destinations".

Fortaleza is also participating in the Future Tourism Program, by the Inter-American Development Bank (IDB), which contributes to the competitiveness and sustainability of the tourism sector in Latin America and the Caribbean (LAC), through the utilization of digital and emerging technologies.

For the selection of participating municipalities, criteria such as the presence of tourist policing, mobility plans, programs or strategic plans for sustainable and/or smart cities, and actions or projects related to the development of a creative economy in the destination, among others, were taken into consideration.

**Professionals who work in tourism management need to develop skills and competencies inherent to the area, while also keeping themselves up-to-date constantly. How does the university prepare these professionals to work in the tourism management market not only in Fortaleza but anywhere in the country?**

The post-graduate degree in Tourism Business in Unifor allows the student/professional to be in contact with key representatives of the biggest companies of tourist trade and public government institutions, with considerable reputation in the market. Furthermore, the classes are oriented toward the elaboration of products applied to the day-to-day life of the professional, under the perspective of innovation, technology and digital transformation by which tourism has passed. At the end of the program, students will have the opportunity to immerse themselves in a nationally recognized tourist destination based on these pillars.



Unifor, along with the Convention and Visitors Bureau (Visite Ceará), participated in the elaboration of the "Report of Economic Impact of Tourism Events in Fortaleza in 2022", promoted by the Municipal Tourism Department of the capital of Ceará. What is the importance of bringing academic production to the analysis of scenarios and the decision-making of public management? In which way do partnerships with universities promote improvement in the creation and management of government policies?

We need to work in conjunction with universities so that these people who are being inserted in the job market understand, in practice, how the system functions. These students, who are going to graduate and occupy their role in the market, are also full of innovative ideas, which will contribute to our job.





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