

GTTP BRASIL CASE STUDY 2011

TOURISM FESTIVAL



THANK YOU!

- This Case Study, and all we have learned because of it, would not be possible without these important tourism companies.

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FOREWORD

- In the very beginning of this work, we had to decide which festival would be considered.
- We have watched this video about São Paulo, the city we live in, and decided to study Carnival mainly because of the international identity of this festival with Brazilian Culture.

FOREWORD



BRAZIL



BRAZIL

- Talking about Brazil, immediately one will think about Soccer, Beaches and Carnaval.
- Carnaval is the most famous festival in Brazil.
- It is so important to Brazilians, that every year we celebrate it through 4, sometimes 5 whole days.
- It is, usually, in February.

BRAZIL

- The most famous Carnaval Parade takes place in Rio de Janeiro.
- But Carnaval is not really from Brazil. We have adapted it from many other festivals.
- We have only improved it!

BRAZIL



CARNAVAL in the ANCIENT WORLD

- Carnival is a pagan festival which was originated in Egypt. People would dance in a big party, to honor Isis and the harvest times.
- In Greece and Rome, some rituals like Bacchanalia, Saturnalia and Lupercal were characterized by “permissiveness and extroversion”.

CARNAVAL in the ANCIENT WORLD

- BACCHANALIA – parties to honor Bacchus (or Dionysus), where there was sex, orgies and dance. “Everything was allowed”.
- SATURNALIA – Party in honor of Saturn, where people were supposed to be happy, eat and have fun.
- LUPERCAL – dramatization of a war between two kings: one representing order, harmony and peace and the other, disorder, depravity and turmoil.

CARNAVAL in EUROPE

- ITALY, VENICE – The *Ball Masque*, the mask is the venetian carnival icon.
- PORTUGAL - Due to commercial relations with Venice, common elements were found.




CARNAVAL in BRAZIL

- RIO DE JANEIRO (capital) – European costumes, balls and street parties, connected to religious calendar.
- When street parties became not only fun, but with violence episodes, the rich class went back to the Balls.

CARNAVAL in BRAZIL



- Mrs. Chiquinha Gonzaga, in 1889, composed what is called “marchinha”, the rhythm that originated Brazilian Samba. 
- To avoid violence, the party was standardized as a religious procession, or a parade, that would go dancing the samba.
- The group of people parading under the same samba was then called Samba School.

CARNAVAL in BRAZIL

- Carnival, then, is a party defined by parties, drinking, dancing and lots of food in a determined period, allowing an inversion of the day-by-day routine.

CARNAVAL in BRAZIL

- Carnival is not the same throughout Brazil.
- Each state has a different way of celebrating it, which means different dances, routines and rhythms.
- Samba Schools are well known internationally because of Rio, and now also, because of Sao Paulo.

CARNAVAL in BRAZIL

- Bateria is the heart of Carnaval – they are the musicians that play these instruments



CARNAVAL in BRAZIL

Percussion Band and Drummers



CARNAVAL in BRAZIL

Percussion Band and Drummers



CARNAVAL in BRAZIL

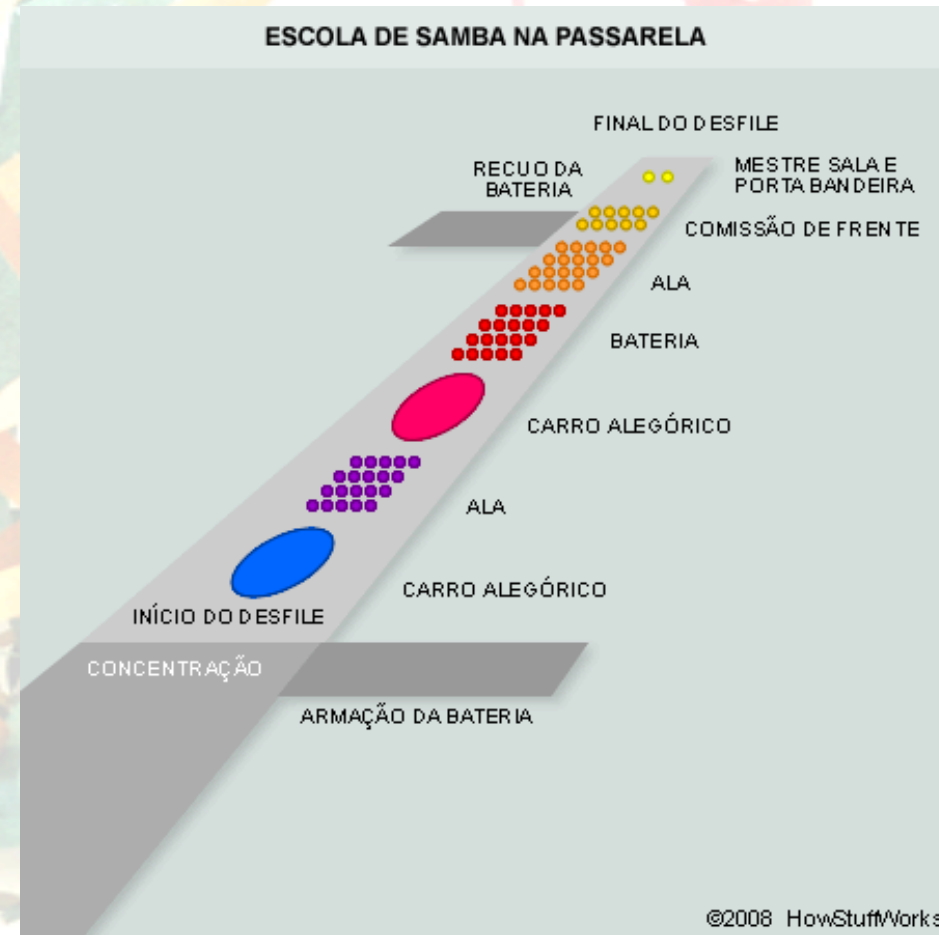


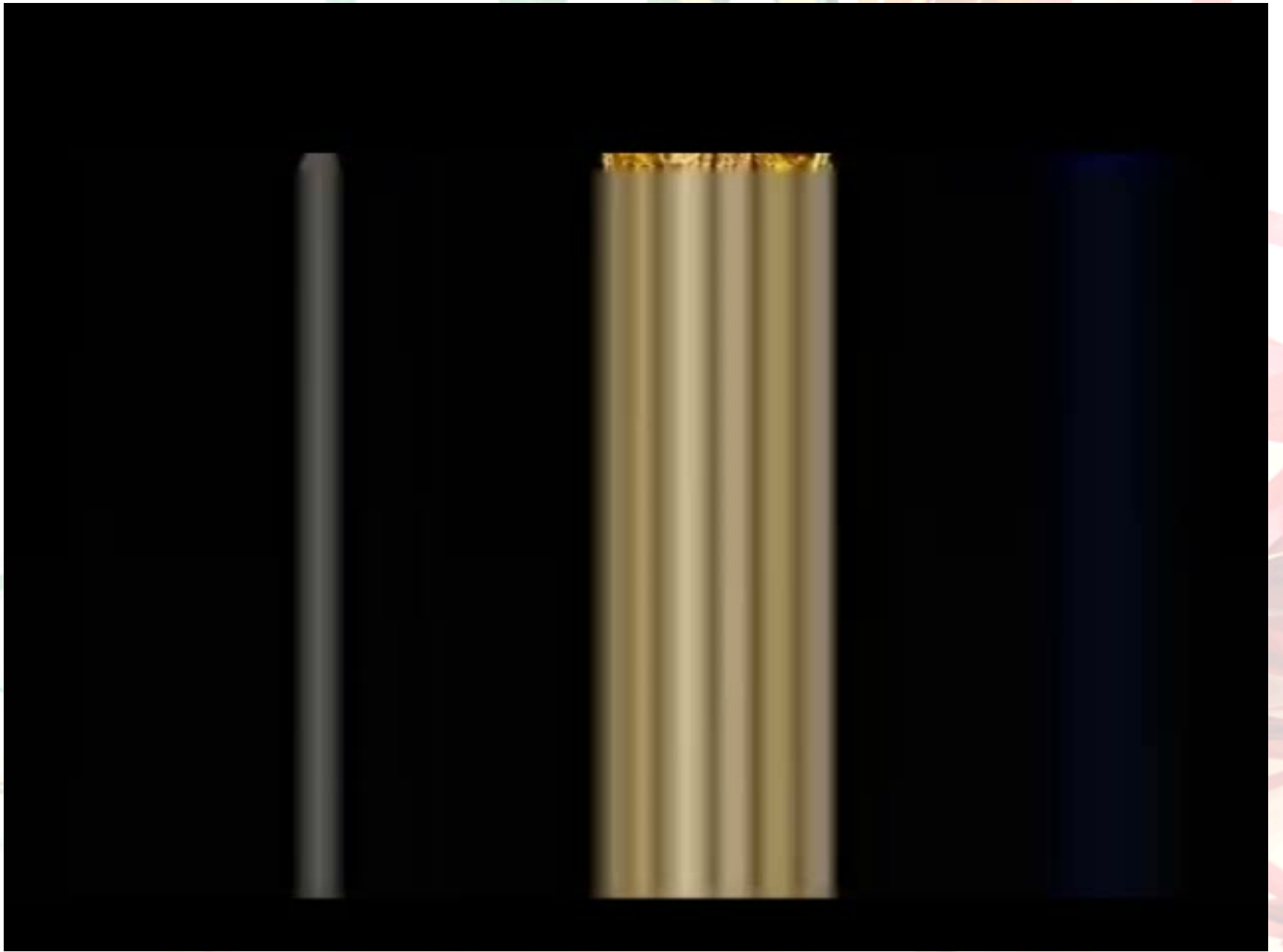
CARNAVAL in BRAZIL



CARNAVAL in BRAZIL

- Samba Schools structure:
 - Vanguard Group
 - Wings
 - Carnival Floats
 - Whirling Ladies
 - Percussion Band / Drummers
 - Flag Carrying Couple





RIO de JANEIRO x SÃO PAULO

- The reasons that led our group to choose São Paulo Carnival were:
 - a) We live in São Paulo;
 - b) São Paulo is the most important city in Brazil, even for Tourism (but mainly business tourism);
 - c) There is not (yet) a tradition of São Paulo Carnival;
 - d) Rio Carnival is already an industry.

SAO PAULO



CARNAVAL in SÃO PAULO

- 95 Samba Schools;
- 14 in the Special Group (most prestigious one);
- Friday and Saturday Parades (because Sunday and Monday are Rio Parades), from 10pm to 7 am;
- Each samba school has to cross the Sambodromo in 65 minutes;
- This year, more than 100 mil people dressed up to dance or help the parade.

CARNAVAL in SÃO PAULO

- Each samba school may bring to the parade 4.500 people.
- Some US\$ 1,5 million are invested per samba school.
- The money comes from the city mayor, some sponsors and mainly from the community.

CARNAVAL in SÃO PAULO

- The parade generates R\$ 55 million from tourism, and this money is used for maintaining the festival infrastructure.
- At the end of each year's parades, the new parade starts to be created, in what is called "barracões".

CARNAVAL in SÃO PAULO

- Day by day, people that shows true love to the samba school, to the “community” will help the work developed in the *Barracões*.
- Except for just a few, most people are volunteers in the work – musicians, dancers, group managers, creative workers...

CARNAVAL in SÃO PAULO

- By the end of each year, there is a need of more and more work, and some people move into the *Barracões* to help finish the million colorful details of the spectacle.
- As there is a need of many people involved, Samba Schools are informal social organizations.

CARNAVAL in SÃO PAULO

- This means that the management of the School will try to provide social services for the community, improving their quality of life, so that they remain faithful to the school.
- One can compare the dedication to a school as one has to religion.

VAI-VAI SAMBA SCHOOL

- One of the schools we have visited, the 2011 winner, exists since 1930, and has a wide range of social services:
- Music classes for all;
- Dance classes, Choir classes;



VAI-VAI SAMBA SCHOOL

- Adult literacy classes;
- Art-education for kids, vacation classes;
- Community library;
- Public health campaigns;



VAI-VAI SAMBA SCHOOL

- After-classes activities to help kids with difficulties;
- Theater and Language classes;
- Professional orientation for young members;



VAI-VAI SAMBA SCHOOL

- And, monthly, the management organizes parties and events to bring money to the parade and the activities provided to all members.



CARNAVAL & TOURISM?

- All the schools that we have visited did not have anything organized for tourists.
- They do understand that tourists are interested in the parade, but there is nothing “to be sold”, as we once imagined, to attract tourists for the year-round activities.
- Also, most of the people interviewed did not imagine that they also work for the city tourism.

CARNAVAL & TOURISM?





THANK YOU VERY MUCH!