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.
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 Carnaval mainly because of the international identity of this festival with Brazilian Culture.
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
CARNIVAL in the ANCIENT WORLD

• Carnaval 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”.
CARNIVAL 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 carnaval icon.
• Portugal - Due to commercial relations with Venice, common elements were found.
CARNIVAL 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.
CARNIVAL in BRAZIL

• Mrs. Chiquinha Gonzaga, in 1989, 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.
CARNIVAL in BRAZIL

• Carnaval, 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

- Carnaval 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.
CARNIVAL in BRAZIL

• Bateria is the heart of Carnaval – they are the musicians that play these instruments
CARNIVAL in BRAZIL
Percussion Band and Drummers

[Image of a person playing a drum]
Carnaval in Brazil
Percussion Band and Drummers
CARNIVAL in BRAZIL
CARNIVAL in BRAZIL

• Samba Schools structure:
  – Vanguard Group
  – Wings
  – Carnival Floats
  – Whirling Ladies
  – Percussion Band / Drummers
  – Flag Carrying Couple
Carnival in Brazil
The reasons that led our group to choose São Paulo Carnaval 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 Carnaval;
d) Rio Carnaval is already an industry.
SAO PAULO
CARNIVAL 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 Sambodrom in 65 minutes;
• This year, more than 100 mil people dressed up to dance or help the parade.
CARNIVAL 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.
CARNIVAL 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”.
CARNIVAL 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...
CARNIVAL 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.
CARNÁVAL 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 imagined that they also work for the city tourism.
CARNAVAL & TOURISM?
THANK YOU VERY MUCH!