

# Progress and Trends in Capturing Revenues from Tourism for Parks

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# Benefits from Tourism: to PAs Systems

**\* Main objective – PA Systems: to PROTECT AREAS**

(i) Support People and Institutions linked to the PAs Systems

(ii) Evolve the Society to Support the PAs Systems

(iii) Improve the Visitor's Experience

Etc.

**\* Benefits:**

(1) Social

(2) Environmental

(3) Cultural

(4) Human

(5) Revenues

Etc.



# São Paulo State, Brazil: “A Long Journey”

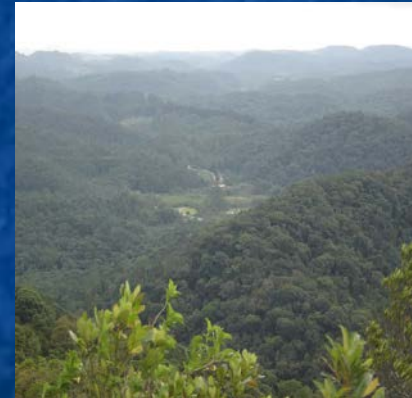


# SNGs PPP - Partnerships:

## Private – Public (several kinds of: private & public)

SN Government Actions – with NGOs (IUCN, Semeia etc.), Academia etc.:

- Laws – São Paulo State (SP) must do its “homework” to improve and update laws, like:
  - regulating PPP with some examples.
    - Increasing the PPP’s time.
  - Regulating a new juridic entitie to work with PAs issues – “Social Organization”
- Training – specially local communities
- Communication – increase the number of the visitors (monitoring and planning: ROS, VERP etc.)
- Integrating “packages”: regions
- Integrating “packages”: services types
- Open process
- Calculating values: TEEB etc.
- Opportunities to local people
- Funding to local / traditional people
- Land tenure
- Integrating with other tourism segments
- Priority to local workers (today: + 75%)
- Improving the visitors experience
- Regulating systems to capture revenues: fixed minimum OR % (above minimum)
- “Local Eye” – special to a changing environment



# Examples – SP's PPP

## 1. Campos do Jordão State Park (PECJ)

- \* Restaurant
- \* Souvenirs shop
- \* Handcraft shop
- \* Adventure agency
- \* Snacks shop
- \* local transportation inside the park

PLUS: new sewage treatment + increase the use of local products

## 2. Intervales State Park (PEI)

- \* Restaurant + shop

PLUS: new leisure equipment

## 3. PETAR

- \* Snacks shop + shop

GENERAL PLUS:

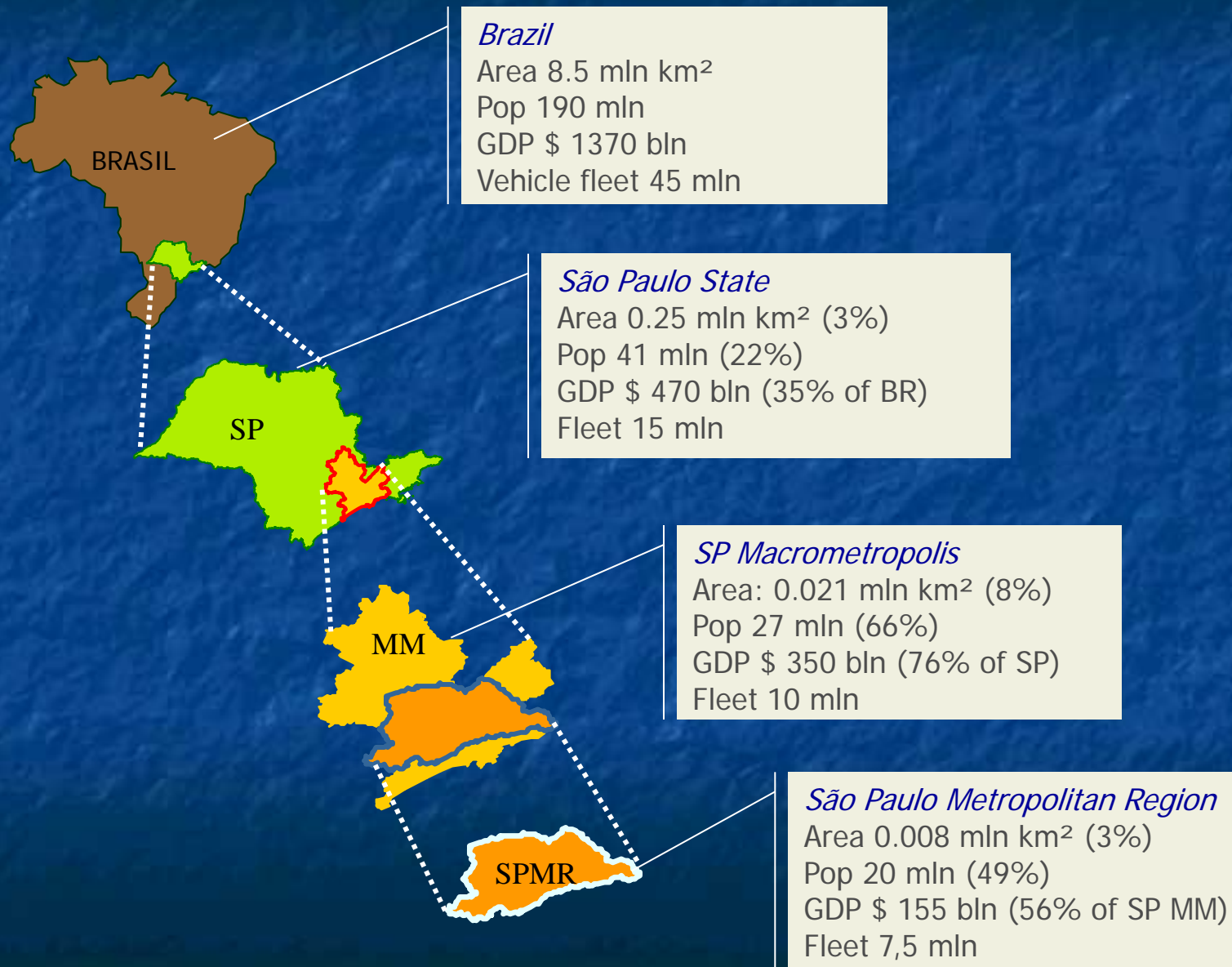
Increase the opportunities to local people +

Increase the numbers of visitors (PECJ: +14%) +

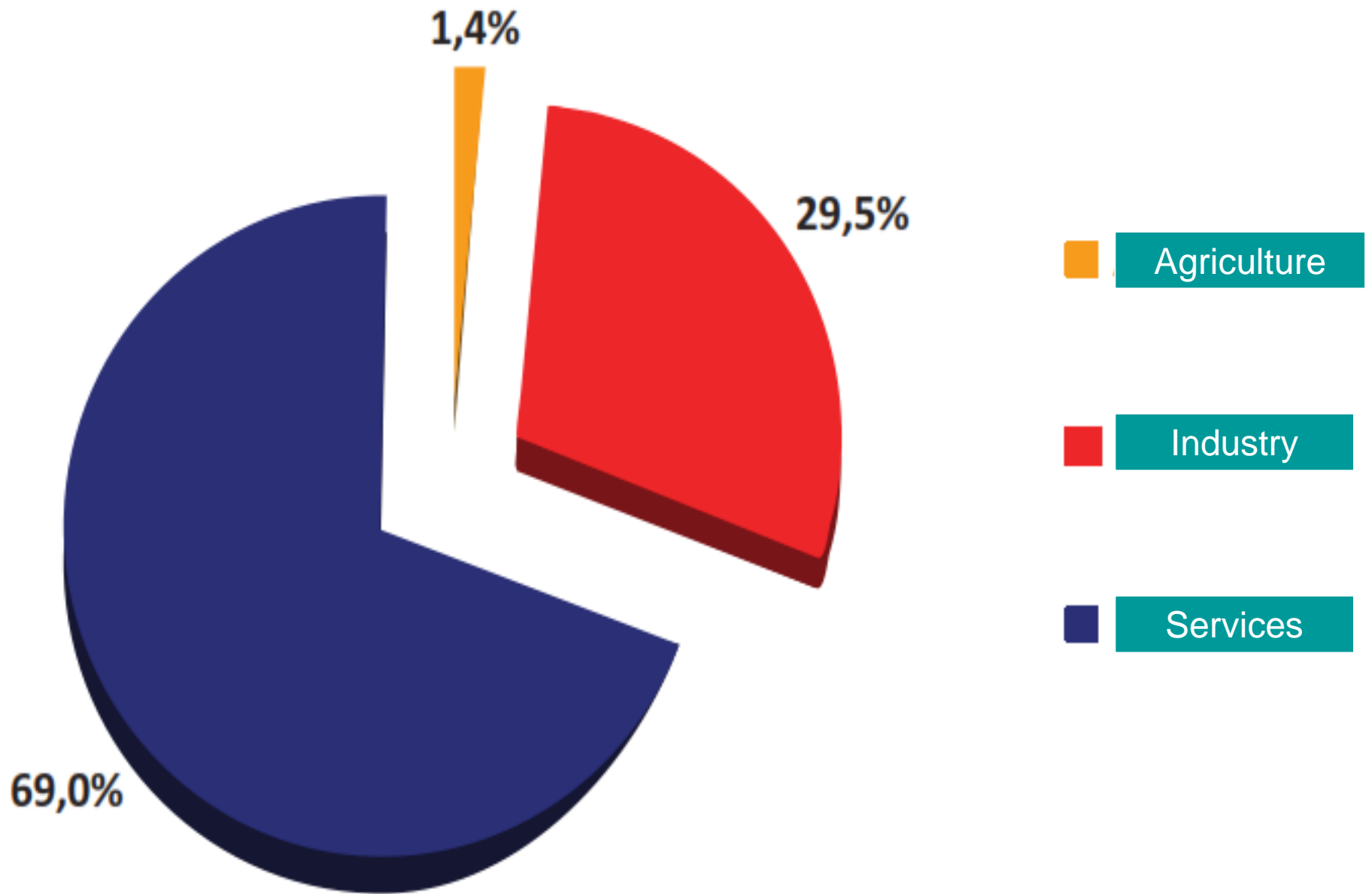
Increase the time of each visit



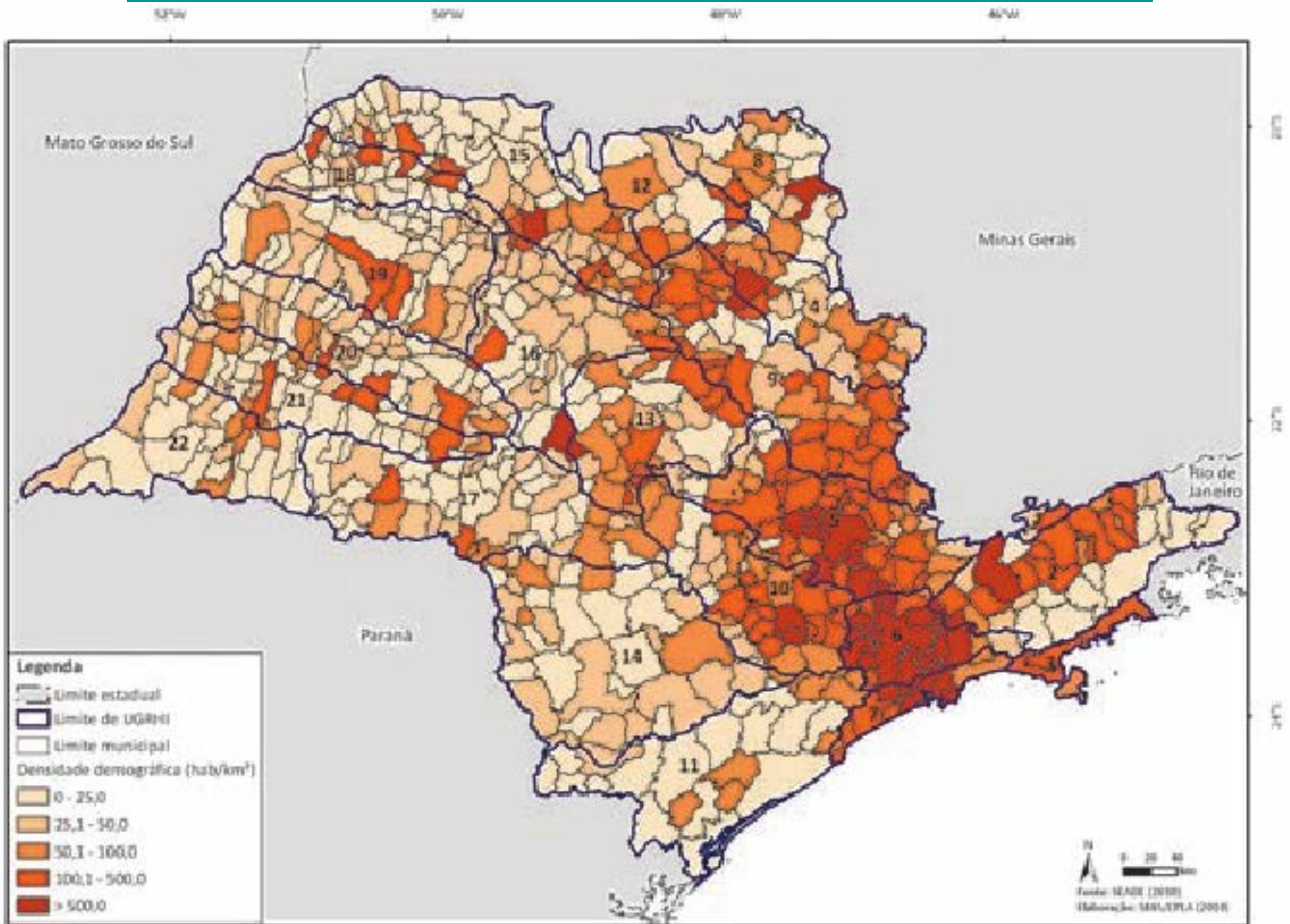
# Market – Brazil, São Paulo State (main gate: INT; main market: DOM)



# São Paulo State - Economy: added value 2008

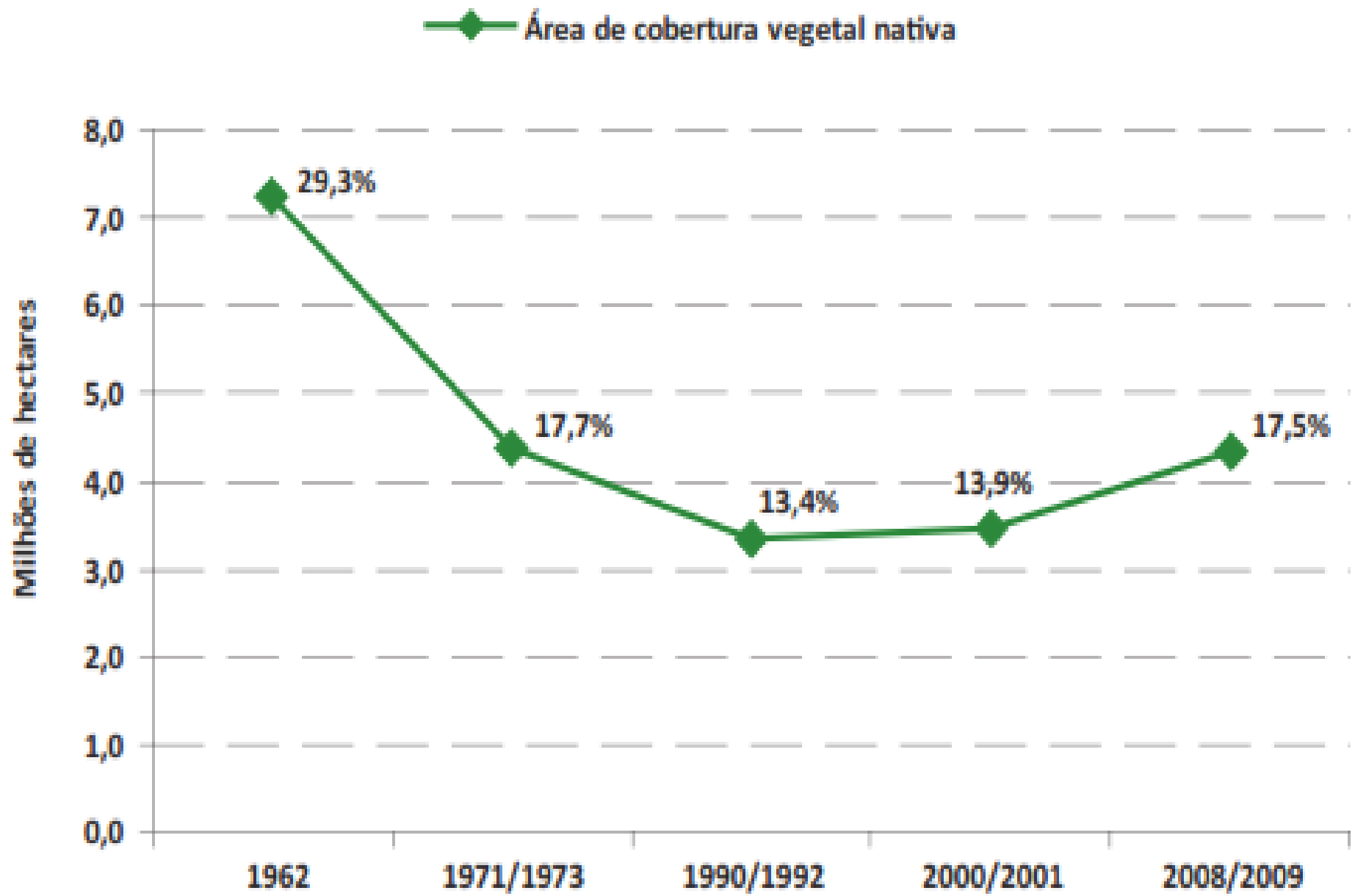


# Demographic density (inhab/km<sup>2</sup>), 2010

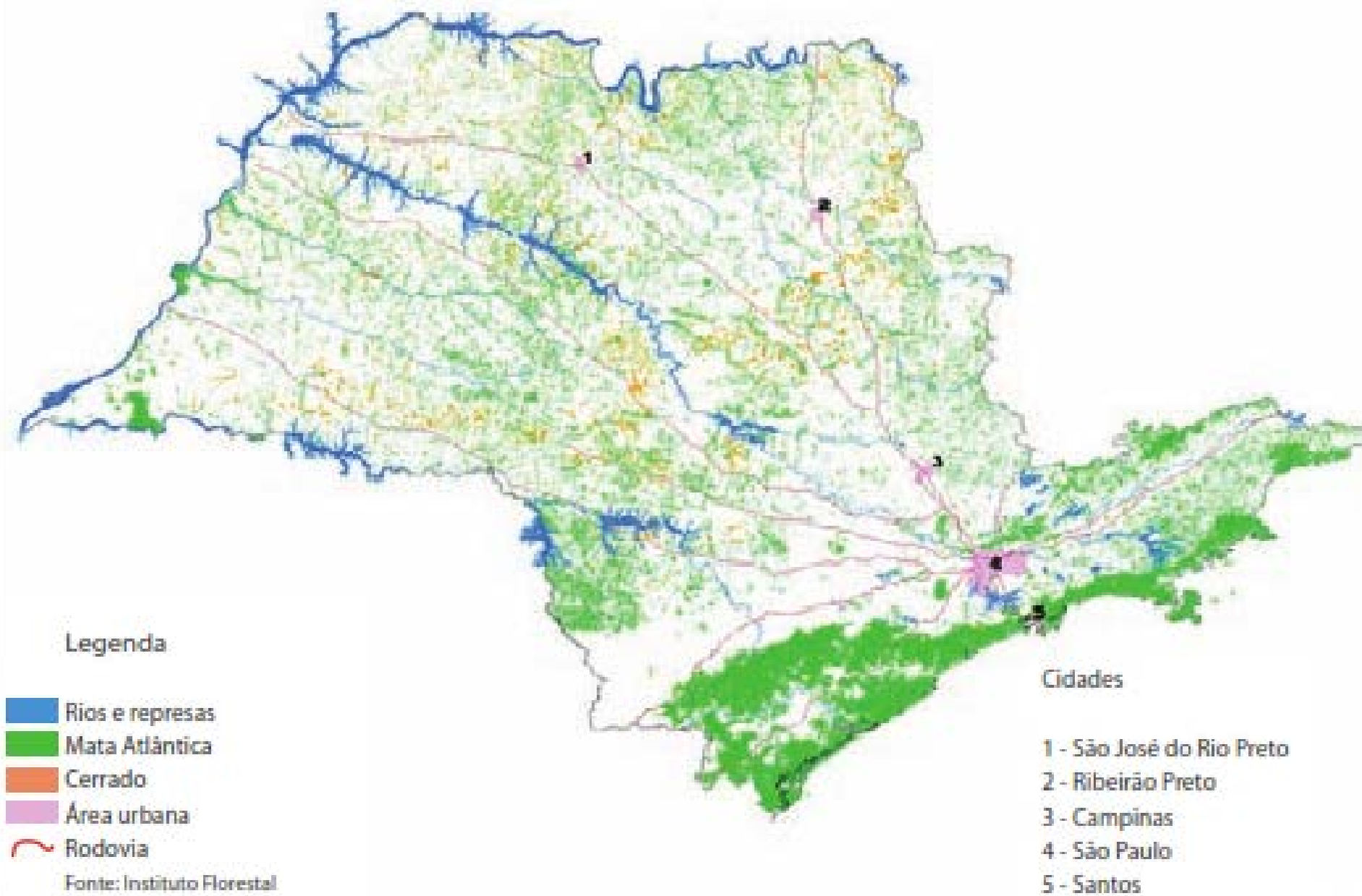




# Native forestry coverage (millions - hectares)



# Remaining Atlantic Rainforest (green) and *Cerrado* grasslands (red), 2008



# Biodiversity: protected areas

