Chapter 8

Tourism Perspectives and Potential among BRIC Nations

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ABSTRACT

Culmination of Second World War more than half a century back was typically characterised by the economic growth and prominence that several western countries achieved. However, the much anticipated shift in the focus is expected to occur in coming decades and the group of countries, popularly known as the BRICs is speculated to emerge stronger in the race of economic dominance. This chapter is a work on BRICs and discusses about the partner countries with attention on the tourism sector. Given the limitation of any chapter in presenting comprehensive perspective, this work briefly, yet judiciously muses over tourism performance and viewpoints, economic highlights of BRIC member countries and to substantiate on the tourism potential in terms of major tourism resources the discussion has been limited to prominent UNESCO World Heritage Sites among the BRIC nations.

INTRODUCTION

The acronym BRIC is as intriguing as for what it represents; for that it takes the first alphabets of the countries that are galloping ahead to supposedly define the next phase of global prowess. These countries have come together to create an association to realise common goals and ways of developing cooperation to grow mutually. BRIC represents group of countries including Brazil, Russia, India and China and shares a significant proportion of global population and geographical area. This group has drawn attention of many intellectuals in recent times and while a myriad frontier exist to discuss about this group of countries, this chapter essentially sheds focus on the tourism industry as underpinning the discussion. To maintain accord and make the discussion meaningful for the readers it would essentially delve around few critical areas of tourism in BRIC countries. The chapter is principally divided into four sections; each dedicated to one country from the BRICs group. Broadly similar pattern of discussion DOI: 10.4018/978-1-5225-0708-6.ch008
has been followed for each section in the entire chapter. The initial segments on each member country would give general overview before exploring further into the specifics related to the economic conditions. This would chiefly be followed by the reflection on travel and tourism sectors among the BRIC nations, also the performance and the leading attractions. Pertinent sources have been used throughout the chapter and readers are encouraged to access them with the aid of in-text citations and the references list at the end to explore further.

In the same vein discussion on tourism destinations in BRIC countries is restricted to the prominent sites that are also recognised by UNESCO World Heritage Convention. The BRIC countries are bestowed with amazing wealth of cultural and natural heritage that leave the visitors spellbound. Especially countries like China and India are known as the inception grounds of the earliest civilisations in the human history. Discussion on tourism among BRICs naturally invites attention on the cultural and natural attractions recognised by the prestigious organisation UNESCO. Countries from across the globe aspire to get their precious cultural and natural resources in the list maintained by international World Heritage Programme, which in turn is administered by the UNESCO. The list is dynamic and changes with addition of newer sites and present data on BRIC countries reflect the status as in November 2015. Readers are advised to get most updated list from the UNESCO’s website http://whc.unesco.org/en/list/. The criterion for the inclusion of sites in the list requires fulfilment of conditions set by World Heritage Convention, which can be accessed using the website’s homepage. Reiterating the earlier point that the enormous tourism potential is too vast to be covered in a single chapter, thus here the attempt has been made to only touch over most significant aspects of tourism in the BRIC nations and the UNESCO world heritage sites in these countries.

BRAZIL

Located in the South American continent Brazil boasts of a large landscape with diverse ethnicities, picturesque beaches and a blend of tradition and modernity. It is often referred to as a country with developing economy and love for football. A travel enthusiast would undoubtedly associate Brazil with the lively lifestyle and celebrations that give this country a unique identity. Most common language is Portuguese that came with the early settlers from Portugal in Europe, however English, Spanish and French are also spoken to various degrees. The prominent religion is Christianity as most of the people are Roman Catholics. In terms of area Brazil is the largest country in South American continent yet the population is mostly concentrated in the coastal part leaving the extreme interiors less inhabited. The temperatures in most of the regions remain similar without going to extremes and rains are frequent, this supports the dense green vegetation in Amazonian basin. Brazil is famous for the coffee, sugar and rubber production. The Brazilian flag consists of a blue circle in a yellow coloured rhombus with twenty-seven white stars representing the night sky over Rio de Janeiro. The rhombus lies on the green field and at the centre within the blue disc is written the motto of the country that reads “Ordem e Progresso” which means “Order and Progress” when translated to English.

It is a country with mixed races and ethnicities, the population is biggest in the continent and the country holds a unique place among the developing countries that have shown remarkable strides in development. Despite various challenges that Brazil faces today, it has focused on making its large population an asset for the country, bringing improvement in health care, poverty alleviation, education and reduction in unlawful activities that bring bad name to the nation. A cursory look at the culture can