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Destination Attractiveness in National Parks of Brazil: Where to invest a limited budget?

Talk by Thiago Souza
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March 31
12:45-1:45pm
Grinter 376

Biographies:
Thiago Souza has been working for the government agency that manages federal protected areas in Brazil - Chico Mendes Institute for Biodiversity Conservation (ICMBio) since 2002. He spent 6 years working in the Amazon Rainforest as protected area manager and 4 years at the Coordination of Public Use and Business in the ICMBio Central Office. Right now, he took a leave from work to pursue his PhD in Interdisciplinary Ecology. He is a member of IUCN - World Commission on Protected Area (WCPA) and Tourism and Protected Areas Specialist Group (TAPAS).

Content:
Geographical, social, economical and managerial variables play a role in Outdoor Recreation Management in National Parks. Developing countries, like Brazil, need to understand which and how any of those variables affect visitor demand to manage effectively a whole system of protected areas. An initial process of evaluation of internal and external variables can assist in developing strategic actions to improve efficiency and return on investments. An effective management of the Protected Area System can result in increase in revenues and budget allocation, thus, promoting a chain reaction towards conservation and environmental development to the whole system.

Tropilunch is a weekly seminar run by graduate students from the Tropical Conservation and Development (TCD) Program. It provides a forum for a range of discussions and presentations related to TCD work and research. Students are provided with an opportunity to present and discuss their research projects with peers and faculty. In addition, discussion sessions on issues of current interest are also held. Visiting scholars and conservation practitioners also participate when available. It is held every Tuesday at 12:45 p.m. in Grinter 376.