

## Tertiary activities in Brazil| sample answer

**Q: ‘Account for the development of one tertiary economic activity in any one Continental/ Sub-Continental Region that you have studied’ (2009 Q5 C.)**

Brazil is a tropical country famous for its extensive Amazon lowlands; however highlands cover most of the natural territory.

Two tertiary activities found in this region are **tourism** and **transport**. Both Activities are influenced by physical and human factors.

Over 40% of the Brazilian population is involved in tourism and it generates up to €60 billion per for the Brazilian economy.

Tourism is the most developed tertiary activity as it accounts for 71% of Brazil’s economic activity, compared to the underdeveloped transport system.

Brazil’s hot, sunny climate attracts millions of visitors each year. As the seasons of Brazil do not change drastically throughout the year means it is an all year round holiday destination.

Other natural attractions include the Amazon Rainforest, the idyllic coastlines eg Bahia Coastline and Brazilian Wetlands, which are teeming with wildlife, attracting thousands of bird watchers every year.

Tourism is increasing due to improved air travel but Brazil’s transport system still remains under developed and it hinders the tourism industry.

Crime in Brazil is also something that hinders the tourism industry. Brazil is seen as a dangerous destination due to the illegal drug business and kidnappings and all this is well publicised in the media.

The Plano Aquarela 2020 is a plan to double the number of foreign visitors into Brazil in the next 10 years. The 2014 World Cup and 2016 Olympic Games will also result in huge numbers.

### Transport;

The roads in Brazil are underdeveloped, though mainly outside the city. Dirt roads make it hard to travel and long distances put tourists off travelling around Brazil.

Exports and imports are low due to the lack of seaports. The one main part is drastically underdeveloped as it is still using basic equipment to unload goods.

Government schemes have improved the transports systems within the region with the building of the trans-Amazon Highway, which is 4,000km of road connecting Brazil to Peru and Columbia.

Rail is very underused and accounts for only 25% of freight movement, although the country’s rail network has grown by 20% since 1990’s.

Brazil’s great potential for river transport also remains under exploited. Waterways currently account for only 13% of haulage traffic, even though Brazil has 48,000km network of navigable rivers.