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BRAZIL AS A PROMISING TOURIST DESTINATION

Brazil is one of the countries most visited by tourists in Latin America, second only to Mexico and Argentina regarding international tourist arrivals. In 2019, Brazil was visited by more than 6 million foreign tourists, which made it possible to obtain a profit of about 6 billion US dollars [1]. At the same time, compared to many countries with much smaller size and tourist potential, these indicators are still insignificant. The analysis of Brazil's tourist resources indicates its underestimation by foreign tourists and specific problems that require detailed study and justification of ways to solve them.

Among the advantages of Brazil as a tourist destination, it should be noted:

1. Good geographical location in the center of South America, with a long coastline.
2. Significant internal natural and geographical diversity, rich and unique flora and fauna.
3. The combination of cultures and traditions of different peoples formed the modern Brazilian identity, which is open to the world and tourists.
4. Availability of unique resources and developed destinations for various types of tourism.

At the same time, there are also specific problems for which considerable efforts are being made. Despite having a reasonably high standard of living on average, Brazil is still a country with significant social inequality. The related unfavorable socio-economic phenomena are also reflected in the country's international tourism image. For example, according to the results of the study of the tourism image of Brazil in the US market, it is noted that it is fragmented and unformed despite its generally positive character [2].

One of the unfavorable factors for the development of international tourism in Brazil is the significant distance from the leading countries of global tourist flows, particularly European ones, which leads to relatively high transport costs for organizing trips.

Researchers also note the need to establish destination management systems because this line of activity can allow effective use and preservation of the country's unique tourist resources, benefiting the local population [3].

Another important direction in developing Brazilian destinations can be the formation of tourism clusters and the development based on them of various, particularly alternative, types of tourism.

Therefore, Brazil, with its rich and unique tourism resources, has every reason to become a leading tourist destination at the global level. For this, it is necessary to implement a targeted marketing policy regarding the formation of the tourist image of the country and the development of its brand as an attractive tourist destination. Awareness of the benefits of tourism at the local level will make it possible to more actively involve local communities in the organization of tourist activities and ensure the sustainable use of tourist resources.

References

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