
By

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APPROVAL SHEET

The panel of examiners declare that the Thesis entitled "THE UTILIZATION OF BRAZIL EFFORTS IN TOURISM SECTOR AS A PART OF ITS PUBLIC DIPLOMACY (2012-2016): THE ENHANCEMENT OF NATION BRANDING THROUGH RIO OLYMPICS 2016" that was submitted by Muhammad Rifqi Ramli majoring in International Relations from the faculty of Humanities were assessed and approved to have passed the Oral Examination on May 16, 2018.

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This thesis entitled "THE UTILIZATION OF BRAZIL EFFORTS IN TOURISM SECTOR AS A PART OF ITS PUBLIC DIPLOMACY (2012-2016): THE ENHANCEMENT OF NATION BRANDING THROUGH RIO OLYMPICS 2016" is prepared and submitted by MUHAMMAD RIFQI RAMLI in partial fulfillment of the requirement for the degree of Bachelor of Arts in International Relations in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, 11th May 2018
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DECLARATION OF ORIGINALITY

I declared that this thesis, entitled “THE UTILIZATION OF BRAZIL EFFORTS IN TOURISM SECTOR AS A PART OF ITS PUBLIC DIPLOMACY (2012-2016): THE ENHANCEMENT OF NATION BRANDING THROUGH RIO OLYMPICS 2016” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 11th May 2018

Muhammad Rifqi Ramli
ABSTRACT


A thesis by Muhammad Rifqi Ramli , International Relations 2014, 016201400191 , President University

Adviser: Hendra Manurung, S.IP., MA

We shall agree that Brazil is one of the most beautiful country in the world, take a look at how diverse the culture this country owned. the beautiful beaches and the Amazon river are so iconic that everybody have heard about it. however, those good image still not yet be fully exposed due to some problems that might endanger the image of Brazil, difficulties in social issues such as education, public services, and health which are the main issues that the government should address. This study analyzes how the Brazilian government applies its Public Diplomacy through sports diplomacy using the Rio 2016 Olympics Games as an instrument to attract tourists in increasing the number of tourism arrival in Brazil, both internationally and domestically. Brazil utilize this opportunity to attract foreign visitors and enhancing the image of the country by building infrastructure and any other tourism services and promoting Brazil’s culture through their public diplomacy. Using qualitative analytic research method, this study analyzes the Brazilian government's strategy in the utilization of its public diplomacy to attract tourists coming through the Rio 2016 Olympics. The main focus of this study is the observation of the increasing number of tourist arrivals in Brazil. This thesis uses the theory of Public Diplomacy, Sports Diplomacy in Sport Mega Event, and Nation Branding. Materials and data for this thesis were obtained from official publications of the government, official statements from government. The study also uses Journals, Books and News related to public diplomacy, sports diplomacy, and the Rio 2016 Olympics

Key words: Brazil, Public Diplomacy, 2016 Rio Olympics, Nation Branding, Tourism Sectors enhancement.

Sebuah penelitian oleh Muhammad Rifqi Ramli, Hubungan Internasional 2014, 016201400191, President University

Pembimbing: Hendra Manurung, S.IP., MA


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First of all, I want to thank Allah for all the blessings and gifts he has bestowed upon me. Because of his permission I was able to be given the opportunity to complete this research. It was not easy for sure, since there were so many doubts that I felt within my heart. But I'm quite sure just like what Allah promise to everyone that I always remember. After coming to trouble, surely ease will come. Thank you very much for the sustenances and the abundant knowledge you have given for me.

To My parents. My beloved father, Ramli Rakasiwi. and my mother, Mahmudah Kartini. as well as my late mother, Adrina. thank you very much for your guidance. I always believe that parents are the first school for their children. What I already learnt today can not be separated from what you have taught me at the very beginning of my life. And my beloved brothers and sister, Faiz Ramli, Arif Ramli, Ibnu Ramli, Ilham Ramli and Aleeya, I love you all.

Thirdly, I would like to send my greatest gratitude for the guidance, advice, knowledge, and endless support to the best advisors ever Hendra Manurung S.IP., MA. Thank you for such an inspiring thoughts and knowledge that you have given to me. Seriously, words cannot even describe how grateful I am to have you as my advisor. This thesis would be nothing and finished without you. And also thank you for all lecturers of International Relations study program, not to forget, thank you to our Dean of Humanities Faculty, Teuku Rezasyah, Ph.D

To all my amazing, crazy, adorable, and everything I could describe to you all for all the shared memories, prayers, supports, and laughs-cries. Thank you for these people who fulfill my university life with their craziness, and coloured up my life and make it beautiful. All of my brothers in campus’s life (Aldo, Elji, Opang, Pipiw, David, Paksi, Adit, Jaja, Dicko, Elroy, Jona) My DA Family (Pelita, Wiki, Geby, Reynaldo) my polar bear from the opposite pole, Colo. My Annoucer-babes
(Andini & Belswen) Kelas Penyiari Squad (Kak Bintang, Sandya, Mamun, Awe, Mala, Vivit) and my foster sister, Dea doang.

Thank you for always be there in my ups and downs! God bless you all!

Cikarang, May 11th, 2018

Muhammad Rifqi Ramli
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CHAPTER 1

1.1 Background of Problem

The chances for the country to carry out their diplomacy strategies had been opened very well due to the rapid development of the world and the effect of globalization itself. Globalization made the opportunity wide opened for every country in the world to promote the uniqueness of their country, to enhance their nation branding which could lead to the enhancement of their income, either from tourism, products-selling and etc.

Where every single thing had been digitalized as the impact of globalization, countries are competing with each other to promote the modern diplomacy for the purpose of encouraging their international status and image. That is why it is really important to come up with the idea that could be used as the intruments of diplomacy to attract more attentions from the international society, and the effective one for developing countries to promote their national identity. And among those varied instruments to promote the national brand, one of them is sport diplomacy.

To define what is sport diplomacy, Stuart Murray explained that sport diplomacy is part of Public Diplomacy. It involves delegations and diplomatic activities carry out by sports people on behalf of and combined with their governments. The practice is facilitated by traditional diplomacy and uses sports people and sporting events to take part, inform and create a positive image among international society.

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and organisations, to form their point of view as well as opinion in a way that is (more) advantageous to the sending government’s foreign policy goals.²

The role of sport diplomacy cannot be underestimated nowadays because logically, sport is one of the most entertaining thing in the world that every people loves it. Some international sporting events that hosted by a certain country could be a really important tool to enhance the development of the country image.³ It is also quite effective to improve country credibility, economic competitiveness and giving more experiences and learnings to national agencies in international level.⁴

The first diplomacy that regarded as the “sport diplomacy” ever happened between China and US, well known as “Ping-pong Diplomacy”. Refers to the exchange of table tennis (ping-pong) players between the United States and People's Republic of China (PRC) in the early 1970s.⁵ Amid the high tension of cold war, this kind of diplomacy brought the fresh air for both of the country who had not been in touch for 22 years, which led to the first ever US presidency visit to PRC, Richard Nixon, at that time became the first US president to visit PRC.⁶

People who got attracted to visit the the country that hosted the international sporting events would also got the chance to see how the country’s culture, culinary, some fascinating places and it is the great chances for the country to promote the world that they have some beautiful places and destinations of recreations to visit. The examples of international sporting events are like world cup, or olympics and those are the events that people around the world always waiting for.

⁴ Ibid
⁶ Ibid
Brazil is the country that used this sport diplomacy in order to promote their tourism sector and national branding by using the public diplomacy in its unique form, sport diplomacy. Public diplomacy in Mark Leonard's book titled “public diplomacy” says that public diplomacy is a way of building relationships by understanding needs, culture, and society; communicating views; justify the existing misperceptions in the international community; looking for areas where the government could share the same view.7

Jan Melissen in his book titled “The New Public Diplomacy, Soft Power in International Relations” Also explain how public diplomacy role had been increased and this kind of diplomacy (public diplomacy) would be the standard of all diplomatic practice, which is dialogue, as the main foundation of public diplomacy. Not only limited to the form of propaganda that used to be created by diplomats.8

While Hans Tuch defined Public Diplomacy as a government’s process of communicating with foreign publics in an attempt to bring The New Public Diplomacy about understanding for its nation’s ideas and ideals, its institutions and culture, as well as its national goals and policies.9

*Hold that the purpose of public diplomacy is to exert an influence on attitudes of foreign audiences using persuasion and propaganda. Objectivity and truth are considered important tools of persuasion but not admired as virtues in themselves.*

B.H Signitzer - “Public Relations and Public Diplomacy: Conceptual Convergence”10

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For the country that really famous by lots of talented athletes, especially in football and any other sport’s brace. Brazil used this chance to carry out their public diplomacy in the form of sport. The role would be really crucial, since there are many things that people in the world still have no idea regarding Brazil. Either the culture, the goods that originated from Brazil, the destinations of places, and not to mention some issues that Brazil struggle with that always be the highlight of many Medias, which is the government need to pay attention more to handle this issue.

The efforts can be seen through the policies that the government issued. National Policy of Tourism In Brazil 2013-2016 which launched on 24 may 2013, Explained the Brazil target to take Brazil to the position of 3rd world tourist destination by 2022. As the goals explained by Brazilian Minister of Tourism, Gastão Vieira, the ambitious targets, and the potential of the tourism industry in Brazil allows the government to make such good projections.\textsuperscript{11}

“the release of the Aquarela Plan 2020 – it’s goals is to make Brazil be seen before, during and after the great sporting events, as a tourist destination abroad and, beyond increasing the flow of foreign tourists, stimulating the amount of time spent in Brazil, the visits to new destinations that will show up with the great exposition that we will have in the international media. The most important target is to bring more progress throughout the country, generate job and income, and giving the contribution of the tourism for the diminution of the regional inequalities”

\textit{Luiz Barretto - Brazil Ministry of Tourism}\textsuperscript{12}

Aquarela plan 2020 is the marketing plan and strategy that government created in order to focus on enhancing Brazil tourism and make it as the international tourism destination by 2020. In 2010, The Brazilian Ministry of Tourism, through

\textsuperscript{11}Heusi, Gabriel. \textit{New programme will boost tourism and create jobs}

\textsuperscript{12}Luiz Barreto, Ministry of Tourism. taken from the official document of Aquarela Plan 2020 International Tourism Marketing Pg. 4 December 2009
EMBRATUR, explained how Aquarela plan aimed to boost Brazil tourism sector through hosting Fifa 2014 World cup and 2016 Summer Olympics.\textsuperscript{13}

Based on these details and assessments, key quantitative targets of Aquarela plan for the 2010-2020 period are: Aiming to gain the increase in international tourism by 113 percent and 304 percent increase in foreign currency taken from foreign tourist spending within Brazil, garnering US$17.6 billion as well as having the increases in visitors to Brazil by 500,000 in 2014 (as compared to 2013), when the country hosts the World Cup, and by 15 percent in 2016 (as compared to 2015), when the Olympic Games are held in Rio,\textsuperscript{14} Sustain the growth at a rate at least one percent higher than the growth rate for all other South American countries and Strengthen Brazil’s leadership in South America, by achieving a 27 percent share of all tourists from the continent.\textsuperscript{15}

The Image of Brazil as a Tourism Destination, might got some positive views due to some features like the coastal places, culture, natural beauty, music, and some famous figures in Football like Pele, Ronal, zico. However, some negative attributes like crime, violence, child labour and poverty also become the problem that Brazil owned which most of the International society recognized these as the serious issues. This kind of image that government were working hard to eliminate.

\textquotedblleft EMBRATUR gives its contribution for this process with the Aquarela Plan 2020 that not only involves the government, but all Brazilian society. Supported by research, studies and the well- succeeded experience of six years as an international touristic promoter, offers, the planning, the strategy and the major actions to work with the promotion and the image of Brazil as touristic destination for the next decade. When offering to the country a consistent plan for the next decade, EMBRATUR renews its commitment to passionate and professional work in order to develop...\textquotedblright

\textsuperscript{13} Official document of Aquarela Plan 2020 International Tourism Marketing - Brazil Network. Pg. 5
\textsuperscript{14} Official document of Aquarela Plan 2020 International Tourism Marketing - Brazil Network. Pg 39-40
\textsuperscript{15} ibid
tourism in Brazil, contributing to the job creation, income and chances for all the regions”.16

Nation branding could be described as techniques of marketing that usually applied by company to sell their products, building the image of that kind of product as attracting as possible, so that people will be interested to buy, but in this case, country could be portrayed as a company that build their reputation and brand so that people will be interested and having the good image toward that country, the main interest is that to enhance the reputation in international relations.17

That is why through national branding, which also the main concern that Brazil’s government want to focus, to negate all of the negative image and turn it to the positive one.

One of those instrument is through hosting one of the biggest sports events which is 2016 summer olympics. officially known as the Games of the XXXI Olympics and commonly known as Rio 2016, were a major international multi-sport event held in Rio de Janeiro, Brazil from 5 to 21 August 2016, with preliminary events in some sports began on 3 August.18 and They were the first Olympic Games ever held in South America. More than 11,000 athletes from 205 National Olympic Committees, including first time entrants Kosovo, South Sudan, and the Refugee Olympic Team, took part, With 306 sets of medals, the games featured 28 Olympic sports, including rugby sevens and golf, which were added to the Olympic program in 2009.19 These sporting events took place at 33 venues in the

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16 Jeanine Pires, President of Embratur. taken from the official document of Aquarela Plan 2020 International Tourism Marketing Pg. 5 December 2009
host city, and at five in São Paulo, Belo Horizonte, Salvador, Brasília, and Manaus.\textsuperscript{20}

1.2 Problem identification

Therefore, Brazil which considered as one of the rising economic power country in the world and one of the world’s biggest democracy, really had a chance to become one of the most influential countries in the world and not merely limited to south America. However, the good things within Brazil seems rarely been published and exposed as good as expected due to many issues that the government of Brazil need to deal with. The issues like education, public services, high rate of crime activities from the social sector. And the major issue that always be the limelight of people around the world, the health problem. Not to mention the slavery and child labour issue due to the economic issue that most of the citizen of Brazil suffered. Showing how wide the gap between the poor and the rich in this country.\textsuperscript{21}

These kind of issues might jeopardize the image of Brazil and might have the negative impact to the global image of this country, which is for sure something that the governemnt had to anticipate and doing everything it takes to turn any kind of bad assumption toward Brazil. Effort had been made by the government to tackle the economic issue, where some policies were issued to raise many people out of the poverty. Brazil that used to be dependant on agricultural sector heavily experienced the decline in income lately due to the unstable world’s price of the commodity,\textsuperscript{22} now putting more focus on how to be more competitive in service industries as well as tourism sector to enhance their economic sector.

\textsuperscript{20} Ibid
\textsuperscript{22} Sadler, Mary. Is Brazil Showing Improvement in Its Economic Growth? Published on maret ’17 https://marketrealist.com/2017/03/Brazil-showing-improvement-economic-growth retrieved on 20 february 2018
Known widely as the country of samba and the biggest producer of coffee seed. There are more things that people of the world must know about Brazil culture. This is what makes Brazilian Ministry of Foreign Affairs (Portuguese: Ministério das Relações Exteriores; furthermore refer as Itamaraty) wants to promote the culture of Brazil by using its Public diplomacy.\textsuperscript{23} Itamaraty states that promotes the distribution of Brazilian culture and arts in its multiple dimensions, seeking to stimulate cultural cooperation. Underlining that, this research focusing on Brazil’s vision and strategy expressed around the hosting of Summer Olympics 2016, suggesting that there are an important stages of a broader long-term strategy of enhancing Brazil’s soft power, prestige and visibility.\textsuperscript{24}

It examines how sport is playing the important role as the instrument in cultural diplomacy to achieve the goals that government aimed as today, Soft power is now become a crucial component of foreign policy strategies.

One of the famous figures in international relations who came up with the definition of soft power, Joseph Nye Jr.\textsuperscript{25} Joseph Nye first defined the concept of soft power diplomacy as the ability of a country to achieve its desire through attraction, including culture, values, foreign policy and the like unrelated to the element of coercion. Such coercion is more directed at military force, embargo, or criticism.\textsuperscript{26}

According to him, a country’s soft power come from three resources:\textsuperscript{27}

First, its culture (in places where it is attractive to others)

Second, its political values (when it lives up to them at home and abroad)


\textsuperscript{24} Ibid

\textsuperscript{25} Nye, J. S. Public Diplomacy and Soft Power. The ANNALS of the American Academy of Political and Social Science 616 2008

\textsuperscript{26} Ibid

\textsuperscript{27} Ibid
Third, its foreign policies (when they are seen as legitimate and having moral Authority).

Tourism in Brazil cannot be underestimated as they also considered as one of the important economy in Brazil. contributing quite much income for Brazil’s FDI, Tourism ranked at the third position right behind Iron ore and soy beans export.\(^{28}\) Named as the second most visited destination country in South America and the third in Latin America, we can analyze from the table above which shows the top 10 country visitors in Brazil, tourists who come to Brazil mostly from Argentina. And approximately 35\% came from European region (France, German, Italy, Portugal, United Kingdom and etc) and 15\% from United States of America.\(^{29}\)

Rio de Janeiro, the city that hosted summer Olympics 2016 is one of the most favourite destinations city in Brazil, followed by Sao Paulo and Salvador de Bahia. Most of the tourists also loves to go to the beaches and around the coast.\(^{30}\) Brazil experienced a quite significant increase in tourism sector in the recent years. The number of tourists that come to visit Brazil were increase as the data from the world bank prove that the visitor increase from 5.677 million people in 2012 to 6.578 million people in 2016.\(^{31}\)

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\(^{28}\) The Observatory of Economic Complexity, Brazil, retrieved on February 5, 2018 from http://atlas.media.mit.edu/en/profile/country/br/


Table 1. Number of International Tourism in Latin America taken from https://data.worldbank.org/indicator/ST.INT.ARVL?locations=ZJ accessed in 16 april 2018

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Figure 1. source: The World Bank. Brazil - International Tourism, Number of Arrivals http://data.worldbank.org/indicator/ST.INT.ARVL?end=2013&locations=BR&start=2011
According to the data from the world bank, and the table above we could see how potential the tourism sector in Brazil. Brazil also become the largest destination of foreign tourist in South America and compete with Argentina in terms of foreign tourist destination as the largest in South America. in order to attract more tourists to come to Brazil, they hosted some sport’s mega event that would make people around the world interested to come.

In 2014, Brazil hosted World cup that grab lots of attention from the people around the world. And in 2016, Brazil hosted Summer Olympics that would concentrated in the city of Rio de Janeiro, as the olympics named by “Rio Olympics 2016” as this event had been listed as the agenda of sport diplomacy in Aquarela plan 2020 To make Brazil as an international tourist destination country.\[32] Instituto Brasilero de Turismo or also named as EMBRATUR, is the tourism board in Brazil that worked under Ministry of Tourism, their tasks are to introduce tourism potentials owned by Brazil, promoting the cultural diversity in Brazil, the beauty of the beaches, the goods and products made by Brazilians to the people around the world.\[33]

There are some obstacles that government had to face in building the positive image of Brazil. that is why they decided to host the mega events like world cup in 2014, and preceeded by summer olympics in 2016. Because they realize the problem that Brazil struggling with cannot be underestimated. Some issues like child labour problem, high rate of crime activities, health problem, unequal distribution in economy (the gap between the poor and rich in Brazil is quite wide) and health problem are the main reasons why some of foreign visitors that love to travel around are quite a bit reluctant to visit Brazil. not to mention the media role in portraying Brazil sometimes tended to expose the negative image,

\[33\] Ibid
like the crime and health problem.\textsuperscript{34} Zika viruses is one of the issue that lately become the highlight in international discussion while talking about Brazil preperation in hosting the summer olympics 2016.\textsuperscript{35}

The crime issue in Rio city\textsuperscript{36}, as the host of summer olympics become the main concern of many countries who send their atheletes as the representatives in joining the summer olympics. Eventhough the Authority had already guaranteed the security during olympics and amke sure to always increase it for the convenient of the tourist who came. But still the image of the city that seems prone and vulnerable to crime cannot be erased easily. Moreover, the case of illegal drug distribution that the governement dealing with cause some issues like the fight between the policemen and gang members. No to mention the murder cases and robbery cases that happened. It presented by the given data that shows that 2,036 killings from January to April 2016.\textsuperscript{37}

Another issue that would be the obstacle for the government to create the positive image of Brazil is the child labour issue.\textsuperscript{38} The growth of tourism sector in Brazil still leave behind the problem that not yet done. Where the huge amount of human resources are in need to carry out the activity of tourism business. Children become the efficient choice for them be hired. We can see in many places, store, recreation places in Rio that some of the workers there are children. The poverty and low income issue are the main reasons why children were exploited there. They are forced to do so because it is better for the family to not register them in the school that would adding up some costs and expense to have their children go to the school. Some industries and stores also prefer to have some childrens to

\textsuperscript{34}Waldron, Travis. Everything Is Going Wrong In Brazil Ahead Of The Olympics https://www.huffingtonpost.com/entry/rio-olympics-2016-Brazil-crises_us_573b53e7e4b0646cbeeb02c8 published in Jul 26, 2016, accessed in 20 april 2018
\textsuperscript{36}Licon, Adriana Gomez (29 June 2016). "Clashes rage in Rio as police try to capture drug trafficker". The Big Story. Retrieved 28 february 2018
\textsuperscript{37}ibid
work for them as the cost is much cheaper and much easier to handle than to hire adult. No wonder if the children exploitation rate in the tourism sector is quite high, straighten by the fact that 35% population of Brazil 35% are children and surprisingly, more than 28 million children in Brazil are living on the poverty condition.  

Zika virus that allegedly spread in some regions in Brazil, including Rio de janeiro also rose some fears for the foreign visitor as well as the atheletes who will come to Brazil. government working very hard to fix this problem and prevent the spread of the virusses by conducting the daily inspection in the area of olympics venues to prevent the puddles of stagnant water that would let the mosquitoes to breed there as the main cause of the zika spread. Sewege treatment in rio also experienced the massive improvement by the gouvernment as the form of the preperation for the summer olympics. And fortunately, despite the rejection of the few atheletes to join due to fear of zika viruses infection. WHO in 2 September 2016 reported that there were no confirmed cases of Zika among athletes or visitors during the Olympics.

These issues like security, health problem, and child labour would have the great influence for the country image in the attempt of building the positive image of Brazil as the internatioanl tourism destinations for the years ahead. People would feel a bit reluctant to come to Brazil, especially to Rio, if the place is not that friendly for the tourist and it would lead to the decline of the number of the tourists that come to Brazil year by year if the government does not give any serious treatement to settle the issues. But the internal repair would not give any significant change for Brazil, the good policies in decreasing the poverty rate, erasing zika viruses and serious action to end up the child labour are not enough to build Brazil’s positive image for the people around the world, Brazil need more

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39 Ibid
than just a policy, they need more diplomatic ways to create the brand new of Brazil, as the international tourist destination that friendly for the tourist to come.

The promotion of tourism sector that the government offered through hosting the sport mega event like summer Olympics would be such a significant action in order to achieve the goals that had been set up in 2020 Aquarela plan. And in accordance to that, this research will try to analyze how the government of Brazil apply its Public Diplomacy to enhance its nation branding in tourism sector through 2016 Rio summer Olympics.

1.3 Statement of the Problem

Topic: Brazil Efforts in Tourism Sector From 2012-2016 on Nation Branding Enhancement, Rio Olympics 2016 as Part of Brazil’s Public Diplomacy

Research Question: Why did government of Brazil utilize its efforts in tourism sector from 2012-2016 through enhancement of its nation branding on Rio de Janeiro Olympics 2016

1.4 Research objectives

The objective of this research is to describe analytically from the current issue using scientific methods. in accordance with the explanation above, this research objective is to find out and try to describe and analyze about how the government of Brazil implement its public diplomacy to enhance tourism sectors through Rio Summer Olympics 2016, based on available official data, statement, statistic, report and journal regarding to the topic and writer analysis.

1.5 Significance of Study
This research is meant to give valuable knowledge, information, and solution to the reader, about Brazil strategy though its PD in enhancing tourism sectors by the hosting of Rio Summer Olympics 2016. The significant of study is to provide analysis and data for the reader related to the This research is done to describe and analyze Brazil’s PD in attracting incoming tourist as their national branding through hosting Rio Summer Olympics 2016. Therefore, through this research the writer able to give information about the strategy of Brazil government in attracting incoming tourist as Nation Branding through hosting Rio Summer Olympics 2016. Thereafter, the writer will be able to implement the theory, concept and knowledge in International Relations, which has been learning in President University. This research also gives the experience to the writer in order to write the research and to get deeper knowledge.

1.6 Literature Review

Literature review is a list of references from all kinds of references such as books, journal papers, articles, dissertations, theses, thesis, hand outs, laboratory manuals, and other scholarly works cited in proposal writing.

1. “Brazil’s Dance with the Devil (Updated Olympics Edition): The World Cup, the Olympics, and the Fight for Democracy” by Dave Zirin. 2014

the Author would like to refer to the book titled “Brazil’s dance with the devil. The world cup, the olympics and the fight for democracy” written by dave zirin. Zirin explained how the problem that Brazil had to fight againts during the preperation toward the olympics. The problem of poverty, infrastructure and the massive rejection from lots of parties regarding Brazil decision to host the Summer Olympics 2016. In the effort to host the summer olympics, government had turn some of the unused lands to stadiums, and road to improve their insfrastrutuce. Despite lots of critics
that government gained due to some issues of the exaggerrate budget that they have to spend to build the infrastructure, which more than the spend in education and health care centers. After all, zirin explained that all of these decision taken in order to show the seriousness of Brazil to host the summer olympics in Rio. Hosting the sport mega event is all about the national pride for one of the most populated democratic economy country in the world like Brazil.\textsuperscript{42}


The Author described that to be the host of summer olympics would be the great achievement of the three decades of democracy and economic development. This would be the entry of rio and Brazil for the first world as the rio city would be modernized, the fight against drug dealers would be straightened and the sports failities as well as the infrastructure enchanced. As the city and the country would share its good image on the world stage.\textsuperscript{43}

3. \textit{Tourism in Brazil Environment, Management and Segments}

\textit{Edited by Gui Lohmann, Dianne Dredge. 2012}

the book also explained how rio could be the suitest city for Brazil to host the summer olympics. Facility before and after the event is a vital thing to be prepared to hold mega event sports. The Author explained how rio could be the best representative of cities in Brazil as the city had lots of pleasant narutal surroundings and some great destinations that could be visited by lots of foreign visitors. This would lead to the increasement of income from the tourism sector. It is believed that the potential places owned by Rio could be the great attempt to showcase the best of Brazil. this was supported by the idea of neoliberal ideologies that suggest the city

\textsuperscript{42} Zirin,Dave. \textit{Brazil's Dance with the Devil: The World Cup, the Olympics, and the Fight for Democracy} Published by Haymarket Books; Special edition ISBN-10: 1608465896 (2014)

sould be able to compete on the international stage level for the better recognition from the international community.\textsuperscript{44}


The book explained how sport had a crucial role in shaping and establishing social and even political identities around the world. Sport was transfigured to be one of the important part of the world entertainment industry. The Author took the example on how sport could be a really attractive thing in the world as the world cup tournament held in germany on 2006 became the most watched televisions program in the world, for around thirty billions people watched the matches during the world cup, the Summer Olympics in Beijing also draw a huge attention of the people around the world. The number of the audience around the world was boosted by the existance of the internet, as it is not only limited to television to watch every single match that was held during the event.\textsuperscript{45}

5. Sport politics: an introduction written by Jonathan Grix. 2015

The book explained how sport’s event could be the core attractions for the people as the attempt to increase the foreign visitor to the country, and it also could be the tool change the prespective toward the country. Grix gave the example on how US tried to win over many hearts of the people after they were burdened by the bad image as the country that support the war in Iraq in 2003. Government of German, 2010 World cup in south africa, china summer olympics in 2008, India 2010 commonwealth’s games were the sports mega vent made by their government in the attempt to change the prespective that the public owned, turning the bad ones into the good an of course, altering the bad stereotype they had. Which in this

\textsuperscript{44}Gui, Lohmann. Tourism in Brazil Environment, Management and Segments. Published by: Routledge (2012)
case, would be the good thing to gain the international trust so that people will come, and invest more.\textsuperscript{46}

1.7 **Scope and limitation of study**

1.7.1 **Time Span**
This thesis will describe five years range for this research, which is the establishment of Aquarela Plan 2020 to the Rio Olympics event in 2016, will mark the limitation of the time frame of this research.

1.7.2. **Scope**
This research made to discuss about Brazil’s PD in attracting incoming tourist as nation branding through hosting Rio Olympics 2016.

1.7.3. **Study Limitation**
This thesis will focus on the strategy of Brazilian government in attracting incoming tourist as country Nation Branding through hosting Rio Olympics 2016 Cup and providing data of tourist arrivals from 2012 until 2016. The Author will not elaborate further regarding the tourism diplomacy. And only focus on sport and diplomacy

1.8 Theoretical Framework

In order to explain how the government efforts in enhancing the tourism sector as well as the nation branding, the Author made the chart as presented below:

![Diagram of government efforts in enhancing tourism and nation branding]

The framework of this research will put the focus on the efforts of Brazil government in enhancing their tourism sector using public diplomacy by utilizing the sport mega events that they held in 2016, which is Rio Olympics. Hoping that this event will attract more foreign tourist to come and witnessing the beauty of Brazil. Within the government of Brazil, Brazil ministry of Foreign affair (Itamaraty) and EMBRATUR, Brazil Tourism board who works under the Brazil ministry of Tourism are the ones who taking the important role in order to achieve...
the goal of Brazil Based on the National Tourism plan, taking Brazil to the position of 3rd world tourist economy by 2022.

Strategy then made by the government based on the goal listed is National Tourism Plan. Which is known as the Marketing Strategy of Brazil: The Auarela Plan. Aquarela plan was first revealed by Brazil Ministry of Tourism, through its special body which dealing with tourism promotion in Brazil. the goal is to make Brazil as the new platform in global tourism. through Aquarela plan 2020, Brazil aimed to enhance their nation branding by hosting Rio Olympics 2016 as part of their public diplomacy in the form of sport (sport diplomacy). The enhancement of nation branding that Brazil government done would have the good impact for the development of Brazil Tourism sector as it created Brazil as the new international tourism destination and turning all the bad perspective regarding Brazil and make it as the lovely and friendly country for foreign visitors instead.

1.8.1 Public Diplomacy

Diplomacy activity in this age showing a quite rapid development, the issue in the international system grew way more complex and takes more varied approach to handle those issues. This made the role of diplomacy became more significant for all of international actors. International relations were not merely seen as the relation between country to country, or merely government to government but also the relation between country to public, country to governmental organizations or the non ones. Therefore, the traditional way of diplomacy that only involve the governments of the countries, or what is usually called by first track diplomacy now turning to the modern one. Where the involvement is not only limited to the governments but also the people, MNC, governmental and non governmental organizations playing the part on the transmission of diplomacy as they are part of the international actors as well. And the modern diplomacy for sure would have the more efficient way to deliver the diplomatic message toward a certain party.

The activity of diplomacy that involve the public as well, on in another word named as “public diplomacy” would have the greater impact for the countries to achieve their goals. Public diplomacy is also known as 'second track diplomacy' which is generally defined as diplomatic efforts by unofficial non-governmental elements. It should be noted that second track diplomacy is not acting as a substitute for first track diplomacy. In other words, the efforts undertaken in second track diplomacy should cover the way for negotiation and approval in the framework of first track diplomacy by encouraging diplomats to utilize important information obtained by second track diplomacy actors. Public diplomacy is interpreted as a process of government communication to the public foreign countries aimed at providing insight into the state, attitudes, institutions, cultures, national interests and policies adopted by the country and perceive public diplomacy as an attempt to enhance the quality of communication between the state and society. The impacts are political, economic, social, and in practice no longer monopolized by the government.

Jan Mellisen defines public diplomacy as an attempt to influence other persons or organizations outside their country in a positive way so as to change the person's perspective on a country. Based on all these definitions, it can be said that public diplomacy serves to promote the national interest through understanding, informing, and influencing the public abroad. Therefore, public diplomacy is one of the soft power instruments.

PD need two-way communication to create good communication so the given value and messages can be accepted without misunderstanding. It also suggests that PD is different from the propaganda. Propaganda is often considered to have the same meaning as PD because propaganda also serves to influence the other

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49 ibid
party in order to have the same mind with what we want as in PD emphasized that in the process, we also need to listen the others opinion and is not a coercive.51

PD is becoming more prominent as it has several advantages, one of them is low cost. PD emerged as an alternative foreign policy instrument that can be done and developed by the countries that have limited power capacity. In order to function optimally, in the meaning of it can be achieve by the foreign policy objectives, the implementation of PD should pay attention to the communication strategy, stages of informing, engage, and influence that are built on the domestic and international level.52

So, in this study, PD is very important as an effort of Brazilian government to affect other peoples, especially foreign tourists outside the country in positive way through hosting Rio Olmpiad 2016 to enhance its tourism sector.

1.8.2 Sport Diplomacy on Mega Events

According to Joseph Nye, soft power is the ability to get others to want the results that you need to unite people or corporate with them instead of force them, soft power puts on the ability to form the others’ preferences.53 soft power is more than persuasion or the ability to move others by government but it is also the capability to attract which often lead to acquiescence.54 Political leaders understand the power of attraction, if they can get others to do what they want, and then they do not have to use hard power to make others do it. Soft power is a principle of daily democratic politics activities; the power to establish preferences tends to be lined with inexplicable assets such as a delightful identity, culture, state values and organizations and policies that appeared as valid Authority.

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52 Ibid
54 Ibid
According to Nye, the changing nature of international relations after the end of the Cold War and the risk tied to spread traditional military forms of power has directed toward intangible power resources such as culture, ideology, and organizations becoming more important in international relations. Soft power is a key and found in the capability of states to communicate globally shared values so that to persuade publics of other states, sports mega-events have potentials to provide appearing power and opportunities to produce attraction even where they have unattractive domestic political characteristics, and the key benefit of sports mega-event is that the hosting countries can communicate their elegances through sport’s cultural values which are shared in the sport mega-events.\(^{55}\) Hosting countries can raise their culture beauty to other countries by showing that they do not only share those denominations, but they desire to be a victor as well, and celebrate together with their own way of state and culture.\(^{56}\) Hence, this study will identify Rio Olympics 2016 as one of the instruments Brazilian PD on sport mega-events in increasing their nation branding especially in tourism sector

1.8.3 Nation Branding

Nation Branding can be conceptualized as a special area of place branding. As the following definition demonstrates nation branding often refers to the application of branding strategies and tools for nation states: Nation Branding concerns applying branding and marketing communications techniques to promote a nation’s image.\(^{57}\)

According to Anholt, every country or city has a reputation – and it can be a positive or negative reputation, which has an impact on a country’s social, political and economic stance in the world. A country’s reputation plays a role


When it comes to investment, immigration and tourism. Consequently, countries have come to adopt the trend of branding their nation – selling or promoting a country or cultural experience, in order to create a positive image. This definition also highlights that Nation Branding is concerned with image promotion and - similarly to many definitions of place branding–image promotion is identified as the ultimate goal. Gudjonsson, an Icelandic brand practitioner defines that nation branding in a similar way but he identifies the government as the initiator of branding, acknowledging its indirect involvement and influent.

“Nation branding occurs when a government or a private company uses its power to persuade whoever has the ability to change a nation’s image. Nation branding uses the tools of branding to alter or change the behaviour, attitudes, identity or image of a nation in a positive way.”


Nation Branding however, can be conceptualized independently from branding. It can be defined as the strategic self-presentation of a country with the aim of creating reputational capital through economic, political and social interest promotion at home and abroad. Nation Branding is successful when the brand is lived by the citizens, who are considered by Anholt as both the mouthpiece and the recipient of the message: “Country branding occurs when public speaks to public; when a substantial proportion of the population of the country – not just civil servants and paid figureheads – gets behind the strategy and lives it out in their everyday dealings with the outside world”.

In this study, Brazilian Government uses its power to persuade whoever has the ability to change a nation’s image. Nation Branding use the tools of branding to

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59 ibid
alter or change the behavior, attitudes, identity or image of Brazil to attract incoming tourist by hosting 2016 Rio summer olympics.

1.9 Research Methodology

The research methodology is a process or scientific way to obtain data that will be used for research purposes. Methodology is also a theoretical analysis about a way or method in this thesis, the Author is using quantitative research technique by collecting the existing data from the books, journals, articles and documents. And as the data-collection techniques, the Author used literature review to analyse the data provide by the previous analysts and the comparative study to further analyze the provided data from the literatures that already reviewed.

I.10. Thesis Structure

• Chapter I – Introduction

The first chapter of this thesis will introduce reader on issue and critical information as the background of analysis. This chapter is intended to be the basis of the writing and also to provide general insight for the thesis.

• Chapter II – Brazil’s Public Diplomacy and Tourism Sector

The second chapter of this thesis will describe all data and explanation about Brazil’s Public Diplomacy Instrument. This chapter will describe furthermore about the government agencies of public diplomacy in Brazil, public diplomacy in presidency era, including the Aquarela plan 2020 as the main instrument of tourism development plan in this thesis.

• Chapter III – Brazilian National Branding and 2014 FIFA World Cup

Brazil
The third chapter of this thesis will explain about Brazilian national branding. It includes explanation of Brazilian brand throughout the worldwide. It will also describe specifically about Embratur as the National Branding Agency in Brazil. It will content about activities of national branding of Brazil both externally and internally. In this chapter also describe more about the Rio Olympics 2016, brief history of world cup, its bidding, also contains Brazilian strategies, developments and preparations in hosting Rio Olympics 2016.

• **Chapter IV – The Hosting of 2016 Rio Olympics as Brazil’s Public Diplomacy Instrument to Enhance incoming Tourist**

The fourth chapter of this thesis will describe about the current situation of tourism in Brazil before the hosting of Rio Olympics 2016. This chapter also analyze furthermore about the implementation of Aquarela Plan 2020 in enhancing tourism sector and Nation Branding through the mega events.

• **Chapter V – Conclusion**

The fifth chapter of this thesis is the conclusion of the fourth chapter. This chapter will conclude all the Brazilian PD in enhancing tourism sector through Rio Olympics 2016
CHAPTER II

BRAZIL: TOURISM AND PUBLIC DIPLOMACY

II.1 Brazil’s Public Diplomacy

Peter van Ham in his book titled *Power, Public Diplomacy, and the Pax Americana* explain how Public diplomacy is broadly regarded as an essential tool to win over the ‘hearts and minds’ of foreign audiences.\(^{62}\) Therefore the concept of Public diplomacy is really important for Brazil to promote the country image to the world.

Taken from the official website of ministry of foreign Affair (Itamaraty) of Brazil, Public Diplomacy, in Brazil, is seen not only in this traditional view, but also in the sense of greater openness of both the Ministry of Foreign Affairs and the Brazilian foreign policy to civil society, in an effort to promote democratization and transparency of national public policies.\(^{63}\)

Transparency is a hallmark of Brazilian diplomacy. In the context of the growing commitment of the Government to engage with society and to provide the public with information on its activities, the Brazilian Access to Information Law has helped demystify the common understanding that the whole handling of diplomatic information is confidential. Itamaraty produces annually about 600,000 documents, including cables exchanged with its network of 227 posts abroad, memos, internal information and external communications with other government bodies, foreign missions in Brazil, civil society and businesses. Out of this total, less than 7%, on average, is classified (as reserved, secret or top secret), of which a little over 1% are marked as secret or top secret.

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\(^{62}\) Peter van Ham *Power, Public Diplomacy, and the Pax Americana*

The positive outcomes of good public diplomacy work are varied. On the one hand, it enables Itamaraty to report its actions to society, in Brazil and abroad, instantly and worldwide. On the other hand, it establishes new channels of interaction and accountability, and makes its relationship with society more transparent.  

As public policy, foreign policy becomes democratic and, with the support of digital diplomacy, it contributes to a more efficient traditional diplomacy.

II.2 Policy In Tourism Sector

“We have ambitious targets, but the potential of the tourism industry in Brazil allows us to make such projections,”

Gastão Vieira- Brazilian Minister of Tourism

launched on Friday, May 24 2013 in Brasilia. The 2013-2016 National Tourism Plan, reveals the positive expectations of the Brazilian government in relation to the industry, with forecasts of significant increases in indicators for the five targets during the period. The goal of the plan is to take Brazil to the position of 3rd world tourist economy by 2022.

The document dedicates a chapter to hosting major events. The Ministry of Tourism investments in infrastructure, services and professional qualification, among other actions, are expected to contribute to a 12.9% increase in the average competitiveness index of national tourist destinations, another goal of the National Tourism Plan. The international events, which is Rio 2016 Summer Olympics, are described in the National Tourism Plan as great opportunities to increase visibility and consolidate Brazil as one of the top tourist destinations in the world.

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65 Ibid


67 Ibid
The Ministry of Tourism is investing more than R$ 212.5 million (2012-13) in the host cities in tourist signs, accessibility to tourist attractions, and tourist information centers. The ministry has established partnerships with the private sector to increase the supply of accommodation in the country. The 2013-2016 National Tourism Plan is the result of integrated efforts by the federal government, involving the private sector and the third sector, through the National Tourism Council, under the coordination of the Ministry of Tourism. Aligned to the 2012-2015 Multiyear Plan, it defines the industry’s contributions toward economic and social development and the eradication of poverty.

II.3 Brazil’s Actor in Public Diplomacy

In order to achieve the goal of tourism sector enhancement through its public diplomacy, Brazil has some important agencies who served as the actor of public diplomacy. Among the ministries within the government body who help each other in Brazil development, Itamaraty (Ministry of Foreign affairs) and Ministry of tourism through Embratur (Brazil’s board who is in charge in Tourism sector), under are the two ministries who had crucial role in the promotion and development of Brazil tourism sector.

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69 Ibid
In order to explain how these actors of Brazil’s public diplomacy worked, take a look at the logical flow contructed by the Author below:

![Diagram](image)

**Figure 3.** The logical flow of public diplomacy actors of Brazil, using Aquarela Plan 2020: International Tourism Marketing. constructed by writer.

### II.3.1 Brazil Ministry of Tourism

The Brazilian Ministry of tourism have some goals in developing the tourism sector of Brazil. founded in 2003, Tourism development is the main aim of this ministry in order to sustain the economic activity, with a relevant role in the generation of duties and foreign exchange as well as providing social presence in
Brazil as they (ministry of tourism) also innovated in the conduct of public policies with a decentralized management model guided by strategic thinking.\textsuperscript{70}

Ministry of tourism has two main organizational structure, there are:\textsuperscript{71}

1. **National Secretariat for Tourism Structuring**

National Secretariat for tourism structuring main duty is focused on tourism infrastructure and planning, structuring and management of the tourist regions of the Brazilian Tourism Map.

2. **National Secretariat for Tourism Qualification and Promotion**

National Secretariat for Tourism Qualification and Promotion main duty is focused on formalization and qualification in tourism and for marketing and support to the commercialization of tourist destinations nationwide.\textsuperscript{72}

Aiming to enhance the tourism sector in Brazil, Ministry of Tourism then created a special board who focused on developing its tourism abroad. Which is called EMBRATUR (Empresa Brasileira de Turismo). Established on November 1966. The main mission of EMBRATUR is to accelerate the growth of tourism activity, help in raising the income, enabling conditions for job creation, and development in the whole country. since January 2003, working together with the institution of ministry of tourism, EMBRATUR’s duties are focused on the promotion sector, marketing and supporting the commercialization of the Brazilian products, services and tourist destinations abroad.\textsuperscript{73}

Aquarela Plan is the Product of promotion created by Ministry of Tourism through Embratur, who served as Brazilian tourism board, as the frontliner of Brazil’s public diplomacy instrument in promoting the tourism sector in Brazil. this marketing plan aimed to increase the awareness of the people around the

\textsuperscript{70} http://www.brazilgovnews.gov.br/presidency/ministers/ministry-of-tourism

\textsuperscript{71} ibid


\textsuperscript{73} http://www.embratur.gov.br/piembratur-new/opencms/perguntas_frequentes/index.html
world that Brazil is the lovely country for tourist and foreign visitors to come\textsuperscript{74} as Aquarela plan will be further explained later by the writer in the next chapter.

**II.3.2 Brazilian Cooperation Agencies (Portuguese: Agência Brasileira de Cooperação – ABC)**

The Brazilian Cooperation Agency (ABC) is the agency of the Brazilian Federal Government in charge of all international technical cooperation involving Brazil and other countries or international organisms. ABC operates according to the guidelines of the Brazilian foreign policy (which are managed by Itamaraty) and focuses on national development policies defined by the Government’s sectorial programs and plans.\textsuperscript{75}

ABC has the order to arrange, organize, actualize and screen specialized collaboration activities and projects that come from understandings marked amongst Brazil and different nations and global living beings. Furthermore, ABC gives direction to other Brazilian organizations with respect to participation openings including Brazil, supporting the arrangement of undertakings, planning transactions amongst coordinating and recipient gatherings, observing and assessing venture execution and publicizing data on venture improvement and accomplished outcomes.\textsuperscript{76} ABC additionally assumes an important political part in the Brazilian discretion as the specialist of the nation's specialized participation with an expanding number of creating nations, adding to scattering a cutting edge picture of Brazil and its establishments and merging the nation's driving part at both provincial and universal levels. There are three kinds of mission attempted by ABC, prospecting, checking, and assessment. By those mission, ABC keeping


\textsuperscript{75} Introduction to Brazilian Cooperation Agency (ABC) retrieved from http://www.abc.gov.br/SobreABC/Introducao 2 april 2018

\textsuperscript{76} ibid
up a few targets, mapping of performers and limits; issue investigation; examination of arrangements; system examination and hazard examination.77

II.3.3 Brazil Ministry of Foreign Affair (ITAMARATY)

The Ministry of Foreign Affairs is the organ of the federal government responsible for Brazil's relations with other countries and for the Brazilian participation in international organizations. It runs the foreign policy defined by the Presidency according to the principles laid down in article 4 of the Federal Constitution78. The origins of the Ministry date back to 1821, when of the separation of the Department of Foreign Affairs from the Secretariat of War. After the proclamation of the Republic, in 1889, the Department of Foreign Affairs was denominated Ministry of Foreign Affairs.79

This Ministry, which also well known and oftenly referred as ITAMARATY by Brazilian media, advises the President of the Republic on foreign policy and on the implementation of diplomatic relations with States and international organizations. And with a network of over 220 diplomatic representations abroad, the Ministry of Foreign Affairs promotes Brazil’s interests abroad, gives assistance to Brazilian citizens and supports Brazilian companies in all regions of the world.80 Furthermore, it organizes the official visits of Heads of State and Government and other high foreign officials to Brazil, as well as prepares the visits of the President of the Republic, as well as of the Vice-President of the Republic and of the Minister of Foreign Affairs to other countries.81

77 The Agência Brasileira de Cooperação (ABC) as part of the Ministry of Foreign Affairs (MFA) retrieved from https://www.devex.com/organizations/agencia-brasileira-de-cooperacao-abc-44705 1 mei 2018
78 Taken from FAQ: What is the Ministry of Foreign Affairs? What are its functions? When was it founded? From the official website of Itamaraty http://www.itamaraty.gov.br/en/faq#I1 retrieved 30 april 2018
79 Ibid
81 Ibid
Structure of Itamaraty

Itamaraty has an integrated network of Embassies and Consulates abroad and many units in Brazil.\textsuperscript{82}

Subdivisions in Brazil

The Ministry of Foreign Affairs, headquartered in Brasilia, comprises the bodies providing direct assistance to the Minister of Foreign Affairs and the Secretary General of Foreign Affairs, in addition to nine Undersecretariats General – with their respective Coordinating Offices, Departments and Divisions - and the Rio Branco Institute. Some decentralized subdivisions are also added to this structure: nine Representation Offices and the Brazilian Commissions for Limits Demarcation.

Official Representations abroad

Itamaraty has a network of 226 official representations, in 138 countries, consisting mainly of diplomatic (152) and consular (70) missions. The embassies are responsible for representing and negotiating the interests of the Brazilian Government in the countries where they are located. The consulates provide assistance to Brazilian citizens abroad.\textsuperscript{83}

II.3.4 Brazilian Commercial Department

Department of Trade Promotion and Investments (DPR) and its network of trade promotion sectors at Brazil's embassies and consulates are responsible for promoting trade and tourism, attracting foreign investment and contributing to the internationalization of Brazilian companies. the internationalization of Brazilian companies.

\textsuperscript{82} Structure of Itamaraty taken from the official wesite of Itamaraty http://www.itamaraty.gov.br/en/the-ministry retrieved 30 april 2018

\textsuperscript{83} ibid
organizations. This division exhibiting the Ministry's part in Brazil's business procedure – in the political field, through legislative and business contacts, and also in tasks, giving data supporting the advancement of remote exchange. Exchange advancement divisions in Brazil's international safe havens and departments abroad are perspectives for advancing exchange and drawing in speculation.

The divisions' undertakings incorporate directing business sector ponders and interceding exchange dissensions. The Ministry of Foreign Affairs attempts to pull in remote capital, adding to the improvement of Brazil's enterprises and administrations, and in addition to reinforce its local monetary market. The Ministry creates activities that support remote cooperation in key areas, Promoting socially comprehensive monetary improvement as The office trying to add to the internationalization of Brazilian ventures, Itamaraty creates examines featuring potential market openings and behaviors official exchanges with outside Governments on issues of particular enthusiasm to Brazilian organizations. These exercises are composed by the Investments Division.

The sectors' tasks include conducting market studies and mediating trade complaints. The Ministry of Foreign Affairs works to attract foreign capital, contributing to the development of Brazil's industries and services, as well as to strengthen its domestic financial market. The Ministry develops initiatives that encourage foreign participation in strategic sectors, Promoting socially inclusive economic development as The department seeking to contribute to the internationalization of Brazilian enterprises, Itamaraty develops studies highlighting potential market opportunities and conducts official discussions with

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foreign Governments on issues of specific interest to Brazilian businesses. These activities are coordinated by the Investments Division.\textsuperscript{87}

The Department of Trade Promotion and Investments is organized into four divisions:\textsuperscript{88}:

- Investments Division (DINV);
- Trade Intelligence Division (DIC);
- Trade Promotion Programs Division (DPG) and
- Trade Promotion Operations Division (DOC).

The Invest & Brazil portal, managed by the Trade Promotion Programs Division, is Itamaraty's publishing vehicle for research and information on Brazil's economy and foreign trade. The Trade Intelligence Division also directly supports Brazil's business community, answering commercial queries and developing materials on foreign trade issues; examples include identifying and creating business opportunities in other countries and contributing to deliberations on Brazil's national export promotion strategy and by strengthening Brazil's trading ties, investment opportunities and integration with other countries, these initiatives become effective instruments of foreign policy.\textsuperscript{89} Itamaraty's Trade Promotion Operations Division organizes trade missions often with the participation of Brazilian Government officials at the presidential or ministerial levels. Trade promotion events offer direct and immediate opportunities to promote Brazilian products, companies and tourism abroad.\textsuperscript{90}

\textsuperscript{87} Ibid
\textsuperscript{90} Ibid
II.4 Public Diplomacy Programs and Activities

In order to implement the public diplomacy, there are some programs and activities of public diplomacy by agencies that have been explained above.

II.4.1. EMBRATUR’s Rio de Janeiro Summer Olympics 2016 Campaign

“As hosts of this mega event, we must endeavor to increase the number of international visitors throughout the country. Rio de Janeiro will be the ‘gateway’, but we will work to encourage tourists worldwide to visit other Brazilian cities during the Games,”

- The president of EMBRATUR, Vinicius Lummertz

As the special board under ministry of Tourism, EMBRATUR playing the important role in promoting Brazil tourism sector. In this part the Author will list the effort from EMBRATUR in campaigning the sport mega event that Brazil held in Rio de Janeiro, The Summer Olympics 2016. The campaign were made between the second half of 2015 and the first half of 2016. One of the campaign is Brazil Day which held in London.

In cooperation with Brazilian Embassy in the UK, EMBRATUR fully supported the event and in the mean time, they also promote Brazil as the host of 2016 Summer Olympics as Rio de Janeiro will be the city where the main activity of Summer Olympics will be held.

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91 Federal Government One Year to the Rio 2016 Olympic Games Press Kit
92 Taken from the official website of London government
https://www.london.gov.uk/events/2016-09-10/Brazil-day accessed in 30 April 2018
93 ibid
The Brazilian festival were conducted in 8 August at Trafalgar Square, there are lot of activity there which associated with Brazil Cultural diversity, like a performance by the percussion section of a samba school, there is also interactive sports activities open to the public. Brazilian food and beverages also be presented there in booths typical of Rio’s seafront.\textsuperscript{94} The event was fully supported by the Mayor of Landon, there is no fee for the visitor to join the festival, make the the event was fully crowded by London citizens.\textsuperscript{95}

The Rio Summer Olympics 2016 campaign by EMBRATUR in London is quite effective knowing that UK ranked the 8th country from the top 10 visitors arrival by country from 2012-2016. And during those 4 years, the Brazil’s visitor who came from UK were increased by 30% from approximatle 150,000 people to 300,000 from 2012 to 2016.\textsuperscript{96}

The campaign also done by EMBRATUR in IMEX America, the America’s worldwide exhibition for incentive travel, meetings and events , held in October 18, 2016 until October 20, 2016, as the event took place in Sands Expo

\textsuperscript{94}Brazil Day and Things to do taken from https://www.timeout.com/london/things-to-do/Brazil-day accessed in 29 april 2018
\textsuperscript{95} ibid
Convention Center, Las Vegas. Embratur used this chance to promote Brazil as the host of Summer Olympics 2016 by conducting a morning street race this fall during IMEX America in Las Vegas. At that time, the tourism board provided booths promoting not only Rio, but also the whole country as an Olympic destination.

Another activity developed by EMBRATUR focused on the Rio 2016 Games was offered at Expo Milano 2015, which runs until 31 October. The Institute developed an interactive touch screen placed in the Brazil pavilion of Expo Milan 2015. Users of the system could explore ingredients that are representative of the country’s different regional cuisines and have access to tourist information on several Brazilian cities, with special focus on those that will host the Olympic and Paralympic Games. In order to extend the relationship beyond interacting with the screen, visitors can receive their final ‘recipe’ via e-mail together with other tourist information, thus reinforcing the issue of sustainability.

II.5 Aquarela Plan 2020 as Brazil’s Public Diplomacy in Attracting Tourists

As listed in the official document of Brazil’s Aquarela Plan 2020 International Tourism Marketing and Based on these details and assessments, key quantitative targets for the 2010-2020 period are:

1. Achieve 113 percent increase in international tourism, ending with 11.1 million inbound, foreign visitors.

References:

97 https://www.imexamerica.com/
2. Achieve 304 percent increase in foreign currency derived from foreign tourist spending within Brazil, garnering US$17.6 billion and Achieve increases in visitors to Brazil by 500,000 in 2014 (as compared to 2013), when the country hosts the World Cup, and by 15 percent in 2016 (as compared to 2015), when the Olympic Games are held in Rio.  

3. Sustain growth at a rate at least one percent higher than the growth rate for all other South American countries and Strengthen Brazil's leadership in South America, by achieving a 27 percent share of all tourists from the continent

The Aquarela Plan 2020 was conceived to answer to the following objectives for the international tourism in Brazil:

• To improve and to have a good result of a long deadline in the work of international touristic promotion of Brazil and to involve the public and private institutions of the national tourism in a unified strategy of the country to take advantage the future.

• To promote Brazil as global touristic destination of professional way, based on studies, research and goals of results beyond 2014 and 2016.

• To advantage of the great worldwide sporting events to make Brazil be known by the world as touristic destination.

Regarding to the objectives above Embratur reveals some performance axles of Aquarela Plan 2020:


103 Ibid

104 Ibid Pg.3

105 taken from the official document of Aquarela Plan 2020 International Tourism Marketing Pg. 4 December 2009 Pg 21

106 taken from the official document of Aquarela Plan 2020 International Tourism Marketing Pg. 4 December 2009 Pg 21

107 Ibid
1. To learn with the previous experiences of the countries that has already carried out these sport events, more than anything else the way they had integrated the chances for the tourism and the image of the country. The participation in the programs of the South Africa World Cup and of the Olympic Games of London will bring new possibilities to the work of international promotion of Brazil, allowing bigger approach with sports directors, relationship with the international press and the establishment of a platform of high-quality in the partnerships with FIFA, COI and the committees Brazilian organizers of the events.108

2. To innovate, maximizing the results for the Brazilian tourism, building a Brazilian experience, observing the particularities of the country and the historical opportunity to accomplish, during three years (2013-2016), the two most famous events of the planet and to plan and to monitor the actions, partnerships, results and new challenges that will appear from 2010 to 2020, so that the touristic marketing of Brazil will result effectively to give back the acknowledgement of the nation, visited by foreigners and to guarantee that the tourism is an important tool for the creation of exchange and employment.109

4. Update the image that the world has of the country. The foreigners who have already visited Brazil have an opinion about its sufficiently diversity unknown by so many others. Therefore, in times where the eyes of the world turn toward the country, with the enormous propaganda of the media throughout these three years that separate these events, it is fundamental to promote a change of perception of the people of all over the world on the country, its people, its economy, its products and its role in the international scenario. Optimizing information, improving communication channels with the press, using the internet and its infinite resources will be aggregated to the activities of advertising and the actions of public relations from 2010.110

109 ibid
5. To provide an awesome experience to the tourists. To give back unforgettable experience for the visiting guests of Brazil for the World Cup of Soccer and for the Olympic Games of Rio de Janeiro, it is essential to take advantage of these moments to attract guests for leisure, events and business in the next ten years, this task demands permanent planning and loyalty to the profession.\textsuperscript{111}

II.6. Public Diplomacy under President Dilma Rousseff Administration (2011-2016)

Dilma Vanna Rousseff, well-known as Dilma Rousseff, she used to served as chief of Staff to President Luiz Inácio Lula da Silva from 2005 to 2010. She is the 36th President of Brazil and the first ever woman president in Brazil from 2011 until her prosecution and removal from her position on 31 August 2016.\textsuperscript{113} Before her election, Dilma Rousseff held several positions in the government of Brazil. In 2003-2005, she led a major change at the Ministry through the creation of so-called regulatory framework (laws and technical standards that regulate the State's relations with the industry) and prepared the country to forestall power scarcities in the event of new water crises.\textsuperscript{114} In addition, she leads the Board of Directors of Petrobra, introduces biodiesel into the Brazilian energy matrix and created the Luz program of the Todos (Light for All).\textsuperscript{115} Lula appointed Dilma as Chief of Staff in 2005 to coordinate the Ministry. she took over strategic strategies, such as the Growth Acceleration Program (Portuguese: Programa de Aceleração do Crescimento-PAC) and the popular housing program: My House,

\textsuperscript{111} Ibid  
\textsuperscript{115} Ibid
My Life (Portuguese: Minha Casa, Minha Vida). She also coordinates the Interdepartmental Commission responsible for issuing funds for investments that have been discovered and presented at the Federal Government Budget Council.\textsuperscript{116}

On April 3, 2010 Dilma left the Federal government to sign up in presidential election. On June 13, the PT make her candidacy official. In the second round of the elections, on 31 October 2010, Dilma Rousseff, she was elected President of the Federative Republic of Brazil at the age 63, with over 55.7 million votes (56.05\%).\textsuperscript{117}

\textit{Our foreign policy will be based on the Brazilian diplomatic tradition’s classic values: to foster peace, to respect the principle of non-intervention, to defend human rights and to strengthen multilateralism}\textsuperscript{118}.

Speech by President Dilma Rousseff to Congress on the occasion of her inauguration – Brasília, January 1st, 2011

In 2014 she ran for re-election, after a four-year government spotted by the strengthening of social attachment and inequality reduction programs launched under Lula's government as The Family Grant (Portuguese: Bolsa Família) and the Brazil Without Poverty (Portuguese: Brasil Sem Miséria) programs lifted 36 million Brazilians out of extreme poverty due to enhancements to the Bolsa Família program, which currently helping 13.9 million families; more than 3.5 million housing units were built under the Minha casa, Minha Vida; 42 million

\textsuperscript{116} The Huffington Post. Dilma Rousseff, President of Brazil. Retrieved on April 11, 2017 from http://www.huffingtonpost.com/Author/dilma-rousseff
\textsuperscript{117} Ibid
people leveling up to the middle class; the minimum wage was increased by 72% above inflation and 20.9 million formal jobs were opened in ten years.\textsuperscript{119}

During her term in office, Dilma has created more new programs to improve the lives of Brazilians. She implemented the Mais Médicos (More Doctors) program which, in less than two years, hired over 14,000 doctors in Brazil and abroad to meet chronic shortages in the outskirts of large cities and in the most disadvantaged municipalities in the country. Today, Mais Médicos is in 3800 cities, assisting an estimated population of 50 million. In addition, she created additional 11,400 openings in undergraduate courses in Medicine and 12,400 medical residency positions.\textsuperscript{120}


III.1. Brazil’s Nation Branding

*Every country or city has a reputation – and it can be a positive or negative reputation, which has an impact on a country’s social, political and economic stance in the world. A country’s reputation plays a role when it comes to investment, immigration and tourism. Consequently, countries have come to adopt the trend of branding their nation – selling or promoting a country or cultural experience, in order to create a positive image.*

-(Anholt, S. 2007)\(^{121}\)

In order to understand how Brazil’s nation branding and their effort to re-brand themselves as the attempt to achieve the goal the be the new platform of tourism destination, Brazil, as the largest portuguese-speaking cocuntry actually owned a great cultural and ethnc diversity as they have strong national identity and it is proven by how much people around the world that considered Brazil as the country who produced lots of good talent in football and many other sport’s branch as well. Brazilian cuisine also one of the most delicious food and not to mention the music diversity that they owned. What would cross on our mind when we think about Brazil? of course about their football culture, the carnivals, one of the longest river in the world which is Amazon, their unique dance which called “samba”. Those things played the important role for Brazil to get more attention

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from the international society. As Brazil right now become part of the BRIC economy, cooperated with Russia, India and China, then it would be the good boost for Brazil to gain the more international recognition as the country who have the brand as the main actor of economic world\textsuperscript{122}.

To show that Brazil is capable, the decision of hosting the sport mega events (FIFA World Cup in 2014 and Summer Olympics in 2016) then made in order to get more tourist to come to Brazil that would led to the economic strength for Brazil as well as enhancing the Brazil’s image. After getting the chance host two major events, former President Luiz Inácio Lula da Silva states Brazil would “prove to the world that we have a growing, stable economy and that we are one of the countries that achieved stability”.\textsuperscript{123}

This is the opportunity that Brazil got to maximize the utilization of hosting two sport mega events. The successful nation branding is the main goal of Brazil as this is a the chance for Brazil to re-brand the country will furthermore have the two good impact, showing that Brazil could be the major economic player, and rebranding the tourism sector as their goal to be the brand new platform of international tourism destination. The challenges and the risks are always exist for sure depends on how effective the effort that government made.

With the World Cup gone, the upcoming Olympics have faced problems that possibly will hurt the nation brand. Firstly, Brazil has had problems with infrastructure as much is still undone. Secondly, the safety of both stadiums, as well as the safety of the people constructing them has been a concern. For instance in April, a cycle path built for the Olympics collapsed killing two people.\textsuperscript{124} Thirdly, there has been major criticism against corruption, costs of the

\textsuperscript{122} Ibid
games as well as the eviction of people from the favelas, and in May, President Dilma Rouseff was impeached by the congress, accused of manipulating the budget, causing political chaos.\textsuperscript{125}

From political chaos and moving people from their homes to safety concerns questions many have showed their concern on whether Brazil will benefit from hosting the Olympics. The Olympics are a great opportunity for Brazil to re-brand their country and if successful, Brazil will enjoy an increase in investment for sure, as well as attracting tourists. Whether Brazil will come out looking as a strong country with an emerging economy is only up to themselves and how the county decides to deal with the issues raised.\textsuperscript{126}

III.1.1 Brazil’s Brand

![Brazilian Tourism Logo](Figure 5. Brazilian Tourism Logo Source: Aquarela Plan 2020)

The Brazil Brand is a trademark of diffusion and promotion of Brazil as a tourist destination in the market National and international. It should be used in promotion in Brazil and abroad. In May 2010 the redesign of the brand was made to make it more current, more robust and easy to apply. A lighter letter was chosen that along with the adoption of gradients in color has made it more


contemporary. The qualities already described here, and reinforced the notions of competence and modernity. As there are changes in your perception it took some adjustments included in this manual to help you understand and use the redesigned Brazil Brand.\(^{127}\)

From the logo above, the Brazil brand was built on top of these points:
- Joy
- Sinuosity / curve (of the nature, of the character of the people)
- Brightness / intensity / enthusiasm
- Meeting of cultures / mix of races
- Modern / competent

III.2. 2016 Rio Summer Olympics

This sub chapter will describe all the information about Rio Olympics 2016, including the historic background, bidding process and Rio Olympics 2016.

III.2.1. History of Olympics Games

The Olympic Games, which originated in ancient Greece as many as 3,000 years ago, were revived in the late 19th century and have become the world’s preeminent sporting competition. From the 8th century B.C. to the 4th century A.D., the Games were held every four years in Olympia, located in the western Peloponnese peninsula, in honor of the god Zeus. The first modern Olympics took place in 1896 in Athens, and featured 280 participants from 13 nations, competing in 43 events. Since 1994, the Summer and Winter Olympic Games have been held separately and have alternated every two years.\(^{128}\)

The Summer Olympic Games or the Games of the Olympics, first held in 1896, is an international multi-sport event that is hosted by a different city every

\(^{127}\) Ibid
\(^{128}\) https://www.olympic.org/ancient-olympic-games/history-old
four years. The most recent Olympics were held in Rio de Janeiro, Brazil. The 
International Olympic Committee (IOC) organizes the Games and oversees the 
host city's preparations. In each Olympic event, gold medals are awarded for first 
place, silver medals are awarded for second place, and bronze medals are awarded 
for third place; this tradition began in 1904. The Winter Olympic Games were 
created due to the success of the Summer Olympics.129

The Summer Olympics has been hosted on five continents by a total of nineteen 
different countries. The United States has hosted the Games four times (in 1904, 
1932, 1984 and 1996); this is more times than any other nation. The Games have 
been held three times in the United Kingdom (in 1908, 1948 and 2012); twice 
each in Greece (1896, 2004), France (1900, 1924), Germany (1936, 1972) and 
Australia (1956, 2000); and once each in Sweden (1912), Belgium (1920), 
Netherlands (1928), Finland (1952), Italy (1960), Japan (1964), Mexico (1968), 
Canada (1976), Soviet Union (1980), South Korea (1988), Spain (1992), China 
(2008) and Brazil (2016). The IOC has selected Tokyo, Japan, to host the Summer 
Olympics for a second time in 2020. The 2024 Summer Olympics will be held in 
Paris, France, for a third time, exactly one hundred years after the city's last 
Summer Olympics in 1924. The IOC has also selected Los Angeles, California to 
host its third Summer Games in 2028.130

129 THE OLYMPIC GAMES taken from https://www.history.com/topics/olympic-games accessed in 
1 may 2018
130 Olympic Games Countries and Host Cities 
https://www.topendsports.com/events/summer/hosts/list-countries.htm
III.2.2. Bidding Process of 2016 Summer Olympics Host Country

“Rio de Janeiro presented the IOC with a very strong technical bid, built upon a vision of the Games being a celebration of the athletes and sport, as well as providing the opportunity for the city, region and country to deliver their broader long-term aspirations for the future. This call to “live your passion” clearly struck a chord with my fellow members, and we now look forward to seeing Rio de Janeiro staging the first Olympic Games on the continent of South America. Well done, Rio!”

- IOC President Jacques Rogge

Bid Procedure for the Games of the Olympics of 2016

Based on the official website of the International Olympic Committee, below is the detail explanation regarding how the Bidding process of 2016 summer Olympics regarding how Brazil chosen to be the host of the Summer Olympics 2016:

<table>
<thead>
<tr>
<th>June 2008 to 12 February 2009</th>
<th>During this period the Candidate Cities were required to prepare their Candidature File.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 July 2008</td>
<td>Deadline for the signing of the Candidature Procedure document by each Candidate City</td>
</tr>
</tbody>
</table>


and its NOC and payment of the USD 500,000 Candidature Fee to the IOC.

August 2008 : Games of the XXIX Olympics

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 to 27 November 2008</td>
<td>Candidate City representatives attend the Beijing 2008 Debrief held in London.</td>
</tr>
<tr>
<td>12 February 2009</td>
<td>Deadline for Candidate Cities’ to submit the signed “Undertaking” document, guarantees and their Candidature File to the IOC.</td>
</tr>
<tr>
<td>March to May 2009</td>
<td>During this period the 2016 Evaluation Commission made a four-day visit to each of the Candidate Cities.</td>
</tr>
<tr>
<td>17 and 18 June 2009</td>
<td>The Candidate Cities presented the technical aspects of their bids at the two-day 2016 Briefing for IOC Members.</td>
</tr>
<tr>
<td>2 September 2009</td>
<td>The “Report of the 2016 IOC Evaluation Commission: Games of the XXXI Olympics” was released.</td>
</tr>
<tr>
<td>2 October 2009</td>
<td>The Candidature Phase draws to a close at the IOC Session with the final presentations of the Candidate Cities and the election of the 2016 Olympic Host City</td>
</tr>
</tbody>
</table>

| Table 2. Bid Procedure for the Games of the Olympics of 2016 Reference document, Key bid procedure dates, the list of Applicant Cities and brief Candidate Cities overview |

THE VOTE

<table>
<thead>
<tr>
<th>ROUND 1</th>
<th>ROUND 2</th>
<th>ROUND 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago 18</td>
<td>TOKYO 20</td>
<td>RIO 66</td>
</tr>
<tr>
<td>Tokyo 22</td>
<td>RIO 46</td>
<td>MADRID 32</td>
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<tr>
<td>RIO 26</td>
<td>MADRID 29</td>
<td></td>
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<tr>
<td>MADRID 28</td>
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<td></td>
</tr>
</tbody>
</table>

51
As stated above, the vote to select the Host City for the Games of the XXXI Olympics was carried out on 2 October 2009 by secret ballot. As per the voting regulations, only those IOC members who were not nationals of countries for which there was a candidate city in a round were permitted to vote. The result of the vote was as follows, with Rio de Janeiro elected as the Host City in the third round.133

III.3. Brazil’s Efforts in Hosting 2016 Rio Summer Olympics

When it comes to hosting Summer Olympics, the main government that would be in charge would be Foreign affair Ministry, Sport and tourism Ministry. However when it comes to “Nation Branding”, this would be the tasks for all the people of Brazil, including the ministry within the government. In this chapter, the efforts of Brazil Goverment explained in terms of improving security, facility, and etc. And all of the governments were hand in hand to make it success.

II.3.1 Ministry of Defense: Improving the Security and Safety Sector

Approximately 85,000 professionals – 47,000 from the areas of security/safety, national defense and planning, and 38,000 from the Armed Forces – are being trained to guarantee security in the biggest sporting event ever held in South America.134 Considering the country’s successful experience with the Confederations Cup, the Rio +20 Conference, the World Youth Day, and the 2014 World Cup, coupled with investments made in equipment, technology and training of security agents135, it is safe to say that Rio is prepared for the new challenge, Brazil also lended $895m to Rio de Janeiro's security fund for

134 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 5
135 ibid
Based on strong coordination efforts between defense, intelligence and security institutions, a Strategic Plan for safety and security during the Games has been devised, which will serve as a guideline for planning the actions determined by the State Commission of Public Safety and National Defense for the Rio 2016 Games (COESRIO2016). The Commission is responsible for outlining the limitation of coordinated and joint actions involving federal, state and municipal public safety and civil defense agencies, and other related entities.

The actions planned by the Special Secretariat for Safety and Security at Major Events (SESGE) for the Rio 2016 Games include the coordinated planning of safety/security and national defense operations. The Ministry of Justice has invested R$350 million ($103.12 million) in safety/security for major events, R$103.12 million ($29.46 million) of which in the purchase of personal protective equipment and better training tools and in the improvement of training environments for security forces. During the Games, the safety and security of the main venues will be the responsibility of the National Public Security Force.

“The investments made were not just for major events, as they will also be a legacy for every-day safety and security, such as the training of police officers, firefighters and military guards,”

Special Secretary for Safety and Security at Major Events of the Brazilian Ministry of Justice, Andrei Rodrigues.

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136 Brazil lends $895m to Rio de Janeiro's security fund for Olympics
https://www.theguardian.com/world/2016/jun/30/Brazil-rio-de-janeiro-olympics-loan-security-subway
published in 30 June 2016. accessed in 30 April 2018

137 Ibid Pg. 5

138 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 5

139 Justice will invest R $ 350 mi in security for games Rio 2016
published in 02 May 2016, accessed in 30 April 2018

140 Ibid
The Federal Police (PF) is providing training and capacity building in CounterTerrorism and Anti-terrorism, Sea Ports Security, Civil Aviation Quality Control and Airport Security, Fraudulent Document Recognition, Command and Control, Disaster Victim Identification, Security of Dignitaries and other areas. The Federal Police will engage 3,500 officers in operations, a 350% increase compared to the World Cup 2014 in Rio de Janeiro. The teams involved will play a number of security-related roles, including: Command and Control, Migration Control, Airport Security, Intelligence, Private Security Control, Dignitary Security, Maritime Police, Inspections and Countermeasures, and Special Operations. The Federal Highway Police (PRF) will deploy 2,000 staff, who will work in traffic education and enforcement actions and prevention and repression of criminal acts. They will also increase road surveillance during the Games by establishing policing belts on state borders and in the Metropolitan Area of Rio. Federal Highway Police motorcades will also ensure the safety of dignitaries and the escort of athletes.

The Brazilian Armed Forces will organize 38,000 men for defense actions during the Rio 2016 Games, focusing on the Deodoro area in Rio de Janeiro as There might be a change to meet possible needs. The R$580 million ($170.89 million) in investments for this area have been used to create the more modern systems, expand digital communication networks and improve and purchase equipment, especially in the area of prevention of chemical, nuclear, biological, and radiological threats, as well as counter-terrorism and cybersecurity operations. Preparation efforts by military units have been carrying out since the 2007 Pan-American Games and have increasingly expanded since then, already with an eye

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141 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 6
142 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 6
143 Brazil’s Military Is Put in Charge of Security in Rio de Janeiro
144 ibid
on test events. Each of the activities includes training for specific tasks, such as Command and Control and Maritime Authority actions.¹⁴⁵

“We are using the same scope of actions that we had for the World Cup, but with one addition that is specific to the Rio Olympic Games: the Deodoro sector, which is the second largest Olympic sector, will have nine competitions taking place in the Vila Militar, in facilities belonging to the Armed Forces,”

Special Major Events Adviser of the Ministry of Defense, General Luiz Felipe Linhares.¹⁴⁶

II.3.2 The Brazilian Intelligence Agency (ABIN): evaluate the internal and external threats

The Brazilian Intelligence Agency (ABIN) is the central organ of the Brazilian Intelligence System (SISBIN), whose strategic objective is to develop intelligence activities for the defence of the democratic rule of law, society, government effectiveness and national sovereignty.¹⁴⁷ Among its duties, there is to evaluate the internal and external threats to the constitutional order, including cybernetics has coordinated the so-called “Security Intelligence for Major Events in Brazil” axis since the 2007 Pan American Games, aiming to anticipate and prevent threats that may jeopardize the viability of competitions and the safety of everyone involved as By December 2015, the agency will have completed more than 30 risk assessment reports, ABIN also coordinates activities related to the prevention of and fight against terrorism in major events, and will also be responsible for coordinating the spotters during competitions.¹⁴⁸ For 2016, in addition to the Games Intelligence Center in Rio de Janeiro, the National Intelligence Center in Brasilia and Regional Intelligence Centers in all host cities of football matches will also be fully operational. Rio de Janeiro will also have a Foreign Intelligence

¹⁴⁵ Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 7
¹⁴⁶ ibid
¹⁴⁷ http://www.abin.gov.br/
¹⁴⁸ Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 7
Service Center, which will be in charge of the coordination and exchange of information between ABIN and the intelligence services of over 100 participating countries.  

### III.3.3 State Government of Rio De Janeiro: Investment in Equipment and Infrastructure

With current investments totaling R$750 million ($220.98 million), to which about R$220.98 million ($88.39 million) in equipment and infrastructure improvements for troops should still be added by 2016, the State Government of Rio de Janeiro will deploy a staff of 24,863, namely 18,500 Military Police and 1,822 Civil Police officers, and 4,540 firefighters and National Defense personnel throughout the Rio 2016 Games.

> “Our goal is to enhance and train professionals so they can be prepared to adequately meet the demands of an Olympic event. We have gained experience in major events and earned recognition for the excellent results achieved,”

José Mariano Beltrame, Rio de Janeiro State Security Secretary.

### III.3.4 Investments in Athletes and Sports Infrastructure

Since October 2009, when Brazil won the bid to host the 2016 Olympic and Paralympic Games in Rio de Janeiro, the Ministry of Sport has worked to ensure the legacy of the greatest sporting event on the planet will reach all Brazilian states and the Federal District. Sports investments in excess of R$4 billion ($1.18 billion) have provided for the creation and consolidation of a National Training Network, with units that will benefit Brazilians in all regions and contribute to the

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149 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 7
150 Ibid
development of new generations of athletes. Physical infrastructure investments alone go beyond R$3 billion ($884 million).\textsuperscript{151}

These funds are being used to build 12 training centers of various modalities, 261 Sports Initiation Centers (CIEs), 46 official track & field tracks and ten Olympic venues in Rio de Janeiro (RJ), as well as to renovate and expand training venues that will be used during the Games in military areas and in the School of Physical Education and Sports of the Federal University of Rio de Janeiro (UFRJ).\textsuperscript{152}

This sports infrastructure will be part of the National Training Network created by Law 12,395/2011, which the Ministry of Sports is currently developing. As the objective of the Network is to connect different sports facilities and offer spaces for detecting talent, developing junior leagues and training athletes and teams focusing on Olympic and Paralympic sports.\textsuperscript{153}

The network also seeks to train and enhance exchange between coaches, referees, managers and other sports professionals. The management scheme of the Network will be defined after the creation of the National Sports System, the bill for which is currently under discussion with all stakeholders in the sector and will be sent to Congress in September this year.

**III.3.5 Sports Infrastructure Throughout the Country**

The Ministry of Sport is investing R$473 million ($139.36 million) to build 12 Training Centers (CTs). CTs already delivered include: the Pan American Center for Judo, in Lauro de Freitas (BA); the Caixa Athletics Arena, in São Bernardo do Campo (SP); the Center for Excellence in Diving, in Brasília (DF); the track of the Indaiatuba (SP) Velodrome; and the Canoeing Center in Foz do Iguaçu (PR).
The network also includes the Brazilian Paralympic Center, which will comprise 15 modalities and is scheduled to open this year in São Paulo (SP); the Olympic Training Center of the Northeast, which will cover 26 modalities, had its first stage delivered in 2014 and is scheduled for completion this year, in Fortaleza (CE); the Handball Development Center to be opened in São Bernardo do Campo (SP) in 2015.154

Facilities currently under construction include the Cycling Training Center and the BMX track in Londrina (PR); the Equestrian Center in the city of Barretos (SP); and the National Center for Athletics Training in Cascavel (PR). In total, R$938 million ($276.37 million) are being invested to build 261 Sports Initiation Centers (CIEs) in 247 municipalities of all Brazilian states and the Federal District. This is the largest sports infrastructure legacy project of the 2016 Olympic and Paralympic Games.155

The program, launched in 2013, aims to scout for talents, train athletes and encourage sports practice in socially vulnerable areas, with sports facilities that follow official requirements an Each CIE will offer thirteen Olympic sports, six Paralympic sports and one non-Olympic sport (indoor football). The units will make up the foundation of the National Training Network, ensuring the widespread presence of the infrastructure. The Ministry of Sport is allocating R$289.7 million ($85.36 million) for the construction of 46 official track & field tracks.156

Sixteen tracks have already been delivered and installed in all five regions of the country. The renovation, construction, installation and operation of the official tracks in the country are the result of a partnership between the Ministry and state governments, municipalities, universities, the Brazilian Athletics Confederation

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154 Investments in athletes and sports infrastructure Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 26
155 ibid
156 Investments in athletes and sports infrastructure Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 26
(CBA_t) and sports clubs. The tracks are a legacy of the Rio 2016 Games and integrate the National Athletics Training Network, which will develop the sport by connecting training centers and training human resources.

III.3.6 Improvements to Services and Tourism Infrastructure

Through the Ministry of Tourism, the Federal Government has developed a series of tourism actions focused on the 2016 Olympic and Paralympic Games. Some plannings include aspects such as facilitated travel for tourists, integrated promotion campaigns, professional training, studies and surveys, tourist signage, sustainability, and accessibility.

1. Travel Facilitation

The Federal Government has been working to facilitate/waive visa requirements for travel from the main tourist markets to Brazil. The aim is to encourage the development of tourism in the country.

2. Integrated Promotion Campaigns

Brazil has been working to create a coordinated management strategy to promote the country’s image in the world, leveraged by the Olympic and Paralympic agenda. The effort is coordinated by the Ministry of Tourism, in tandem with other agencies and entities of the federal public administration.

3. Training

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157 ibid
158 Investments in athletes and sports infrastructure Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 26
159 Taken from the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 9-11
160 ibid
161 the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 10
Government intends to provide professional training to 10,000 people related to the tourism sector, especially those in Rio de Janeiro and the football host cities (Brasília, Manaus, São Paulo, Salvador and Belo Horizonte).

4. Studies and Surveys

The Ministry of Tourism will conduct three surveys during the Olympics, one with international tourists, one with domestic tourists and one with foreign journalists. These surveys are designed to provide an understanding of the national and international tourism demand and investigate Brazil’s image as seen by press professionals.\(^\text{162}\)

5. Tourist Signage in Rio De Janeiro

In order to facilitate the mobility of visitors and improve tourist experience in the host city of the 2016 Olympic and Paralympic Games, the Federal Government, through the Ministry of Tourism, has been working to improve tourist signage in Rio de Janeiro.\(^\text{163}\)

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\(^\text{162}\) the official document of Brazil government: FEDERAL GOVERNMENT ONE YEAR TO THE RIO 2016 OLYMPICS GAMES PRESS KIT Pg. 9-11
\(^\text{163}\) Ibid
CHAPTER IV
THE HOSTING OF 2016 RIO OLYMPICS AS BRAZIL’S PUBLIC DIPLOMACY INSTRUMENT TO ENHANCE INCOMING TOURIST

IV.1 A review toward Brazil Tourism

Reputation is one of the most important and worthy assets that a person, a place or a country can have, and everyone in this world has it, which can be either positive or negative. When you haven’t got time to read a book, you judge it by its cover.  

Simon Anholt, 2007

It is normal for someone to compare one product to other products, and as the references of the comparison that they made would be the brand image of the product. And the same thing goes to country’s reputation. We will compare the the brand images that they own as well as the business we had, whether it would have the great impact on us or not. However, brand images could be created through marketing and advertisement as the reputation of a certain place or a country made from someone else’s perception, opinion, and these kind of things would be the perception that have the greater impact more than expected in real.

the same happens with a country’s reputation, or more specifically their brand. One could compare it with brand images of a product and businesses as in each case the image has a great impact on its owner. However, brand images can be invented by advertising and marketing, whereas, the reputation of a place and a

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country is normally created by someone else’s opinion, and ‘people’s perceptions may have greater consequences than reality.\textsuperscript{166}

From what Anholt explained above, we should agree that Brazil had this strong reputation as the country with the largest region in South America, the area of Brazil reaches 8,511,965 km\textsuperscript{2} or almost half of the total area of United States of America.\textsuperscript{167} Brazil has various natural beauty of its tropical geography as well as diverse cultures typical of Brazilian cultural identity. It is utilized by the Brazilian government to support the existing tourism.\textsuperscript{168}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure6.jpg}
\caption{Copacabana Beach, one of the most visited place In Rio De Janeiro, Brazil. tkaen from: http://tourist2townie.com/travel-deeper/top-5-best-beaches-in-rio-de-janeiro/}
\end{figure}

\textsuperscript{168} Ibid
Spreading from corner to corner of the half of South America, Brazil is the fifth largest country in the world. Beaches with, the fresh tropical islands, music-filled metropolises and charming colonial towns are spotting its 7,500 km (4,600 mi) long coastline. Inside, Brazil tourist attractions consist of imposing waterfalls, wetlands filled with wildlife, and the untouched wilderness of the Amazon rainforest where several isolated tribes still live without any contact with the rest of the world.169

According to the World Travel and Tourism Council (WTTC), Brazil is now the 14th country in the ranking of tourism economies in the world. In 2007, it was in 18th place in the ranking, which includes 176 countries.170 The WTTC also says that Brazil has been growing by more than the average for the sector, being the fastest growing country in business tourism in 2008, showing how government could utilized the cultural diversity and natural resources that Brazil owned in enhancing the tourism sector.171 One of Brazil's tourist attractions is the world's largest cultural carnival held in Rio de Janeiro once a year.

Although Carnival (Carnaval in Portuguese) is celebrated in towns and villages throughout Brazil and other Catholic countries, Rio de Janeiro has long been regarded as the Carnival capital of the world. The Rio Carnival is not only the biggest Carnival, it is also a benchmark against which every other carnival is compared and one of the most interesting artistic events on the globe. Almost everyone has heard of Rio Carnival. Foreign visitors to it alone number around 500,000 every year.172 There are more than 2 million people on the streets every

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169 Top Tourist Attractions in Brazil taken from: http://www.touropia.com/tourist-attractions-in-Brazil/ accessed in 30 April 2018
170 Planning And Strategy: Keys For Brazilian Tourism Development. The official press release from ministry of Tourism
171 Ibid
172 From the official website of Rio Carnaval: https://www.rio-carnival.net/. accessed in 29 April 2018
day during the carnival and The biggest party centered on Rio de Janeiro, and the city expects to welcome 920,000 tourists over the course of the long weekend.\textsuperscript{173}

\textbf{Figure 7. Rio de Janeiro Carnival Source: http://www.rio-carnival.net/}

The Huntington Post nominated Rio de Janeiro carnival as one of the best carnival in the world. The Carnival in Rio de Janeiro is a festival held before Lent every year and considered the biggest carnival in the world with two million people per day on the streets. The typical Rio carnival parade is filled with revelers, floats, and adornments from numerous samba schools which are located in Rio. Dressed in beautiful costumes these amazing dancers parade through the Sambadrome; official balls & parties are held at Copacabana Palace. And the streets come alive

\textsuperscript{173} Rio Carnival 2014 in numbers: Brazil kicks off the greatest party on earth tomorrow – but where will the Samba parades take you? https://www.independent.co.uk/news/world/americas/rio-carnival-2014-in-numbers-Brazil-kicks-off-the-greatest-party-on-earth-tomorrow-but-where-will-9157909.html
with the mini festivals instigated by locals where formality and structure are left far behind as music and dancing become the order of the day.\textsuperscript{174}

Rio Carnival is a wild 5-day celebration, 40 days before Easter. It officially starts on Friday and finishes on Fat Tuesday with the beginning of Lent on Ash Wednesday after which one is supposed to abstain from all bodily pleasures. Carnival with all its excesses, celebrated as a profane event, could be interpreted an act of farewell to the pleasures of the flesh.\textsuperscript{175}

Not only the Brazil’s local festival which attract many people to see, Brazilian Day, which considered as the biggest Brazil festival outside Brazil that always be crowded by lots of people in every country the festival conducted. Brazilian Day is an annual festival which takes place in New York City (NYC) and other cities around the world. Brazilian Day is always on Sunday before the American Labor Day holiday weekend.

![Brazilian Day](https://www.newyorklatinculture.com/Brazilian-day/)

\textit{Figure 8.} Brazil day in newyork source: https://www.newyorklatinculture.com/Brazilian-day/

\textsuperscript{174}Best Festivals Around The World in 2017 https://www.huffingtonpost.com/vickilouise/post_13791_b_13715604.html accessed in 30 april 2018

\textsuperscript{175} From the official website of Rio carnaval https://www.rio-carnival.net/ accessed in 1 may 2018
Brazilian Day is part of the official calendar of New York City. The event first ran in 1984, and was on West 46th Street between 5th Avenue and Avenue of the Americas (6th Avenue), which is currently known as "The Brazilian Street". From 2009 on, Brazilian Day also has taken place in the United States (San Francisco), Canada (Montreal, Toronto), Japan (Tokyo), United Kingdom (London) and Angola (Luanda).\textsuperscript{176} Intensely, Brazilian Day in New York has grown Bigger and has moved to nearby broader 6th Avenue, between 42nd and 46th Streets, becoming one most famous Brazilian attractions outside of Brazil ever.\textsuperscript{177}

IV.2 Incoming Tourist Volume Analysis

Does the huge promotion that Brazil did in enhancing their national branding and tourism sector in line with the development of tourism arrival in Brazil?

Brazil experienced a quite significant increase in tourism sector in the recent years. The number of tourists that come to visit Brazil were increase as the data from the world tourism organization prove that the visitor increase from 5.677 million people in 2012 to 6.578 million people in 2016

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{BrazilTouristArrivals.png}
\caption{Source: Trading economics.com: world tourism organization International Tourism, Number of Arrivals https://tradingeconomics.com/Brazil/tourist-arrivals}
\end{figure}

\textsuperscript{176} From the official website of Brazilian day: http://www.Brazilianday.com/ accessed in 1 mei 2018
\textsuperscript{177} From the official website of Brazilian day: http://www.Brazilianday.com/ accessed in 1 may 2018
IV.2.1 Arrivals by Country Origin

Most international visitors in 2016 came from Argentina (34.9%) and the United States (8.7%). In terms of region of origin, most international visitors came from neighboring South American countries like Chile, Paraguay, Uruguay with 3,732,722 visitor (56.7%). In total there were 6,578,074 international arrivals. Top international arrivals by country of origin for 2012-2016 are presented in the following table:

<table>
<thead>
<tr>
<th>Ranking 2016</th>
<th>Country of origin</th>
<th>Visitor arrivals 2016</th>
<th>Visitor arrivals 2012</th>
<th>% Total increase/decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ARGENTINA</td>
<td>2,294,900</td>
<td>1,671,604</td>
<td>▲37.3%</td>
</tr>
<tr>
<td>2</td>
<td>UNITED STATES</td>
<td>570,350</td>
<td>586,463</td>
<td>▼-2.7%</td>
</tr>
<tr>
<td>3</td>
<td>PARAGUAY</td>
<td>316,714</td>
<td>246,401</td>
<td>▲28.5%</td>
</tr>
<tr>
<td>4</td>
<td>CHILE</td>
<td>311,813</td>
<td>250,586</td>
<td>▲24.4%</td>
</tr>
<tr>
<td>5</td>
<td>URUGUAY</td>
<td>284,113</td>
<td>253,864</td>
<td>▲11.9%</td>
</tr>
<tr>
<td>6</td>
<td>FRANCE</td>
<td>263,774</td>
<td>218,626</td>
<td>▲20.7%</td>
</tr>
<tr>
<td>7</td>
<td>GERMANY</td>
<td>221,513</td>
<td>258,437</td>
<td>▼-14.3%</td>
</tr>
</tbody>
</table>
Argentina still on top of the table as the Country who contributed visitors the most for Brazil, followed by US. Eventhough just contribute the small number, but the increase in visitor from 2012-2016 from UK was ranked the second. The increase by 30.3% in visitor was quite a great number and need to be developed. And this number was in line by the campaign made by Embratur, as already explained in the previous chapter, the campaign by Embratur in promoting Rio Olympics during Brazilian Day in London giving the tangible impact. It can be proven from the statistics below:

United States become the country where mostly foreign visitor come during the Rio Olympics was held. Followed by Argentina at the second place and England.

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As the third. Once again the campaign made by Embratur through Brazilian day that also hosted in both of the country (US&UK) was giving a quite significant impact for the tourist arrival during Rio olympics 2016. Brazilian day was firstly conducted in New york. Showing how Brazil had the special impression for the US people.

As the number of foreign visitor come to Brazil were increased from year to year, it gives the great impact for the Brazil’s income. The effort from the government in campaining the Rio olympics 2016 and building infrastructure, improving security led to the increase in tourism arrival in Brazil as data show above. The increase in Brazil revenue through tourism sector can be seen from the data below:

**IV.3 Travel & Tourism's Contribution to GDP**

![Figure 11](image.png)

*Figure 11. World Travel and Tourism Council. Travel & Tourism Economic Impact 2015 Brazil – 2015 Annual Report*

The direct contribution of Travel & Tourism to GDP in 2016 was BRL198.0bn (3.2% of GDP). This is forecast to rise by 0.5% to BRL199.0bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding

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IV.4 Tourist Satisfaction Analysis during Rio Olympics 2016

Ministry of tourism issued the document called an overview of tourism planning in order to analyze how the effort of government in creating the good image for foreign tourists who visited Brazil was successful or not. The effort like creating more infrastructure, public transportation, tourism service, safety and security were having the great impact and it shows from the data below regarding how satisfied the tourist who visited Brazil in 2016, the year which Rio Olympics also be held.

Most of the local tourist who came to visit Rio during Rio Olympics satisfied with the services presented. as the data shows above, 61.3% people claimed that the service was good and more than 30% said it was really good. Only the minority who said it was below average. The similar number also goes to public safety,

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180 World Travel and Tourism Council. Travel & Tourism Economic Impact 2015 Brazil – 2015 Annual Report
181 Rio Olympic and Paralympic Games 2016: An overview of tourism planning by Ministry of Tourism Pg 78
road access, public transport who gained 80% number of satisfaction from the tourist. While access road, taxi services, public cleaning and bus station still need to be upgraded eventhough the satisfaction number is still in the good rating (above 70%)

![Figure 13](image)

**Figure 13.** tourism actions for rio 2016 sources: Rio Olympic and Paralympic Games 2016: An overview of tourism planning by Ministry of Tourism

The data above also presented that the foreign visitor who came to Brazil during Rio Olympics 2016 were mostly satisfied with the hospitality. 98.6% people evaluated well in terms of hospitality provided during Rio Olympics. 87.7% foreign visitor also stated that they willing to return to Rio in the next occasion. Which showing that Brazil had succeeded in creating the good image for their national tourism sector. The similiar number also goes to the national tourist who came to visit Rio in 2016 during Rio Olympics where most of them are satisfied.

To conclude this research, writer might say that Brazil meets its expectation in hosting mega sport event like Rio Olympics 2016 as the instrument to attract more incoming tourist of Brazil as their nation branding. The data that presented regarding the tourist arrival from 2012-2016 which shows the increase in the number proving that the campaign and effort made by government was succeeded. Not to mention the income in tourism sector toward GDP that also increased,

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182 Rio Olympic and Paralympic Games 2016: An overview of tourism planning by Ministry of Tourism Pg 80
supported the proof that the tourism sector had been developing and playing the significant role for Brazil economic sector.

The high satisfaction rate that Brazil gained during the hosting of Rio Olympics 2016 also the proof that the effort made by Government in increasing the tourism sector facility, security and so on so forth were succeeded. As shown by the data that more than 85% of people who visited Brazil during the Rio olympics 2016 willing to return again.

Showing that the effort in making Brazil as the new platform of Tourism destination had giving the good improvement. As the result of the strategy that has been implemented by Brazilian government, it has attracted tourist to come by seeing the number of tourist in 2016 that has been increased. Thus, the writer believed that Brazil has succeed in using the opportunity to maximize their public diplomacy as one of the great achievement.
CHAPTER V
CONCLUSION

“Almost every place on Earth gets the image it deserves”

- S. Anholt

Starting the conclusion by quoting the statement from Anholt’s book titled “Competitive identity: The new brand management for nations, cities and regions”, the Author argued that Brazil had all it takes to be one of the most favourite destination country in the world. The strong football image that they owned, fresh tropical forest, cultural diversity, the beautiful beaches and many things that we can discover from Brazil.

However, this good image unfortunately rarely been exposed rather than the problems within the country. Brazil still experiencing social issues such as education, public services, and health is a major issue that the government is struggling to handle. The recent protests, high levels of violent crime, and social movements in cities and high crime rate especially in big cities like Rio de Janeiro, might jeopardize the image of Brazil.

Therefore, government of Brazil come up with the strategy by utilizing their public diplomacy to enhance the tourism sector as well as their nation branding, which is to create the marketing plan that called Aquarela plan as their public diplomacy instrument aimed to make Brazil as the new platform of international tourism destination by 2020.

Based on the literature and the data analysis that already presented in this chapter the Author conclude that Brazil had succeeded in the utilization of their efforts in enhancing the nation branding and promoting their tourism sector as their part of

public diplomacy by hosting Rio Olympics 2016 as they successfully met their expectations and goals that listed in Aquarela plan, the marketing plan that they created in actualizing the goal of becoming the new platform of International Tourism destination, which also in line with Brazil public diplomacy, to promote Brazil cultural diversity.

The data which the Author provided have shown that the total of tourism arrival in Brazil had increased from 2012 up to 2016 as 2016 also became the year where Rio Olympics was held. The campaign and efforts of Embratur, as the special board that dealing with the tourism stuffs shown the significant impact in increasing the tourism sector as the countries where the campaign held by Embratur, UK and US. Proving that these two countries become the top 3 who contributed the most in the arrival of foreign visitor during the event was going on at that time.

Government also succeeded in creating the good opinion for the foreign visitor that stay in Brazil during the execution of Rio Olympics. As the data shown in Chapter IV, most of the domestic and international visitor who visited Brazil when hosting rio olympics 2016 were satisfied with the public services, access and road, safety, and public transportation provided in Rio. And when asked regarding the evaluation of hospitality, 98% of the international tourist evaluated well, followed by the 85% rate in whether the trip meet their expectation and 87% willing to return to Brazil to have vacation again someday.

These number is a great achievement that Brazil done and showing that their efforts in hosting Rio Olympics were paid by the high satisfaction rate from the international tourists. As the result of the strategy that has been implemented by Brazilian government, it has attracted tourist to come by seeing the number of tourist in 2016 that has been increased. Thus, the writer believed that Brazil has succeed in using the opportunity to maximize their public diplomacy as one of the great achievement.
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EMBRATUR INTRODUCES NEW ONLINE EXPERIENCE FOR TOURISTS

Brazil Tourist Board Unveils world’s first location-based map and video site

Sao Paulo – March 3rd, 2010 – The Brazilian Tourist Board, EMBRATUR, announced today along with Google Brazil, the world’s first Google/YouTube brand channel uniquely combining videos and Google maps to provide an interactive online Brazilian tourism experience. Now accessible at www.youtube.com/visitbrasil, the site currently features more than 85 videos from Brazil. This is the first convergence of its kind involving Google Maps into YouTube to date.

“While other destinations simply have video brand channels, this new combination channel designed for Brazil offers innovation and experiential reviews for travelers because of our integration with Google Maps,” says Jeanine Pires, president of EMBRATUR. “Our goal is to allow travelers to experience Brazil before they arrive. We want the world to know Brazil as a modern destination, one that starts international trends online, as we know many tourists look to these sources. Many foreigners do not know that Brazil is a ‘continental’ country and for the first time, we are showing them our destinations’ diversity through videos and maps.”

To ensure users across the world can understand the videos, the videos are subtitled in many languages. More than six months of work conducted along with YouTube and Google’s teams went into building the site, and it will continue to evolve with additions and modifications, including a new functionality allowing user-uploaded videos in early spring.

“We’re so excited to launch the world’s first mashup of Google Maps and YouTube videos with EMBRATUR, featuring such a diverse destination such as Brazil,” said Alex Dias, General Manager of Google Brazil. “EMBRATUR approached us about creating something new and unique last year for the tourism and online space, and we created this platform to meet their needs. The combination of Google and YouTube’s innovative technology truly brought the project to life.”

As the host of the 2014 World Cup and the 2016 Olympic Games, Brazil is positioned to gain heightened promotion as a global tourism destination before and after the events. To help define tourism goals for 2010 and beyond, EMBRATUR has created the Aquarela Plan 2020, setting forth objectives for the next ten years.

Among other tactics, the Brazil brand channel is designed to help achieve these goals by helping travelers experience Brazil in a brand new interactive
way, providing the most realistic experience possible without actually being there.

Key goals of the Aquarela plan include:

- A 113 percent increase in international tourism from 2010 to 2020, bringing 11.1 million foreign visitors to Brazil.
- A 304 percent increase of foreign spending within Brazil from 2010 to 2020, reaching a total $17.6 billion.
- An increase totaling 500,000 tourists in Brazil in 2014 and a 15 percent increase in 2016, the year of the Olympic Games in Rio, in relation to the previous year.
- Maintain a sustained growth of at least one percentage point above the average growth rate in South America.
- Consolidate tourism leadership in South America, with 27 percent share of the tourists on the continent.

The United States is a main target for Brazil’s tourist promotion as the second largest source of tourists to Brazil, behind Argentina. In 2008, 625,506 American tourists visited Brazil. The top motive for leisure travelers was sun and beaches at 33.7 percent. Culture was also an important driver at 27.3 percent. And 94.6 percent of American visitors noted they intend to return.

**About EMBRATUR**

The mission of the Brazilian Tourism Board, EMBRATUR, is to promote Brazil in the international market as a destination for travelers. The Brazilian Federal Government and EMBRATUR have implemented the Aquarela Plan which calls for generating consumer awareness about Brazil and attracting more tourists. The established target for the U.S. sector is increasing the annual numbers for tourists entering the country to 9 million, and attracting a total amount of $8 billion in revenue by 2010. There are nine EMBRATUR offices globally including Lisbon (Portugal), Paris (France), London (U.K.), Frankfurt (Germany), Madrid (Spain), Milan (Italy) and Tokyo (Japan). There is also a Bureau for Tourism for Latin America, based at the EMBRATUR office, in the city of Brasília. For more information visit [http://www.braziltour.com/network](http://www.braziltour.com/network) and visit the Newsroom.

**About Google Inc.**

Google’s innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google’s targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with
Based in this desired message, a new positioning or comparative image for Brazil was defined as tourist destination. If in 2004 the positioning was to differentiate of its main competitors Latin Americans, the competitive position achieved in the last five years allows an evolution now that Brazil has conditions of compete with new actors. The country is compared and to compete with other leader destinations in the worldwide tourism, trying to consolidate its leadership in the main countries in the great segments.

The build of this strategy in the international market will be made from the segmentation for markets target. That is, for each region of the world the main competitors in each segment of touristic promotion of Brazil are defined.

2 - Aquarela Plan 2020 Aims

When analyzing the aims established for the Aquarela Plan in 2004 for the 2010 scenario, it is possible to evidence that already were achieved:

- Brazil is the leading destination in the tourism of the South America;
- Brazil is part of the imaginary of Latinity, they are Argentina, Mexico and the Caribbean;
- Brazil is one of the ten most important destinations of the world when holding international events of varied profiles;
7. To develop a marketing strategy for the Brazil brand based on four axes:

- Brazil destination: mark symbols that express the desired global positioning for the country as a tourist destination.
- Segment of Brazil: mark for the prioritization of segments of promotion, defined according to the number of potential tourists and those who have visited Brazil, the income generated for stay and daily spent, and other available in international platforms, today and in the future.
- Brazil products: staff consider the support and the partnership of the greater private sector of the worldwide tourism stakeholders such as companies, companies, and the state of investment companies who operate in Brazil and promote it in the international market (hotel, restaurants, maritime trips, special events) and the completed service of destination profiles.
- Prioritize the strengthening of the Latin American market as an input to Brazil, keeping the strategy of expansion of European and North American markets.

Moreover, to work to change the competitive advantage of Brazil, implementing a strategy according to accessibility, considering three issuing regions:

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Strategic Aims

The Aquarela Plan 2021 was conceived to achieve the following objectives for the international tourism in Brazil:

- To improve and to have a good result of a long-standing deadline in the work of international promotion of Brazil.
- To involve the public and private institutions of the national tourism in a united strategy of the country to take advantage of the future.
- To promote Brazil as a global tourist destination of great potentiality, based on excellence, research and goals of results beyond 2017.
- To leverage the opportunities of the 2020/2021 Olympic Games in Brazil to make Brazil better known by the world as a tourist destination.

Performance Axioms

To team up with the previous experiences of the countries that have already carried out these major events, more than anything else, the way they had integrated the challenges for the tourists and the image of the country. The participation in the program of the South Africa World Cup and of the Olympic Games of London will bring new possibilities

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well as in function of the realization of the annual goals.
BUDGET SHARED BY THE PRIVATE SECTOR

Investments in the Games are divided into three distinct parts in a way to ensure greater transparency to the information provided. First is the budget of the sports tournament itself, i.e., the operating costs of events and competitions, which add up to R$9.2 billion ($2.66 billion) and are 100% covered from the private sector. These include expenses on athletes' meals, uniforms, lodging, transportation of teams, and sporting supplies among others. For these items, the Rio 2016 Committee relies on resources from sponsors and other private sources.

The second part is the so-called Responsibility Matrix, which includes projects such as sports facilities, i.e., projects associated with the Games that would not have been undertaken if Rio had not been chosen as the host city. The Olympic Public Authority (OPA) will update the Matrix by the end of August. It currently totals R$8.8 billion ($2.4 billion), with 84% private and 16% public sources.

The third part of the budget consists of projects that anticipate or increase federal, state, and municipal investments in infrastructure and public policies such as Rio's BRT system, the Forte Macaúbas port area renovation project, the expansion of the city's subway lines, the LAV system, and the doping control laboratory. Many of these projects are implemented through public-private partnerships (FPPs). Of the total R$8.4 billion ($2.15 billion) in this component, 57% comes from public funds and the remaining 43% from the private sector.

Additional information on Federal Government Initiatives and Investments relating to the 2016 Olympic and Paralympic Games is provided below:
- Sustainable security/safety ............................................. 5
- Improvements in tourism services and infrastructure ...................... 9
- More tourists throughout Brazil ......................................... 12
- Support for foreign visitors and international cooperation .................. 14
- Healthcare: reinforced infrastructure and ongoing monitoring ............ 16
- Efficiency and accessibility of airports .................................. 18
- Modernization in telecommunications ................................... 19
- Urban mobility and sanitation .......................................... 20
- More sports at school ................................................................ 22
- Valorization of Brazilian cultural and artistic diversity ..................... 23
- Investment in athletes and sports infrastructure ............................ 24

*All amounts converted at the R$3.30 exchange rate as of July 2016 (R$3.30 = $1)