

A PROPOSED STRUCTURE OF TOURISM FOR THE UBATUBA REGION

To most countries of the world, tourism is a major industry and in many cases the *only* industry. Ubatuba does not have and does not want heavy and polluting industry and is therefore left with the only option of the tourist industry. In view of this, it is surprising how little has been done in the past to create the basis for an international tourist infrastructure.

The past prefeituras conception of tourism seems to be based on Brazilians visiting each other, some to Ubatuba, others to Sao Paulo. This is NOT a sustainable tourism, merely exchange of reais. To further add to the problem, these visits are mainly based around short peak holiday periods, leaving the area empty for the rest of the year. This also makes it difficult for the supporting industry such as hotel, pousadas, restaurants and excursion boats to operate with a reasonable profit margin. Many have therefore had to close down and move back to one of the larger surrounding cities having sustained great losses.

The main solution must be to prepare the tourist infrastructure to attract foreign tourism which is not so dependant on fixed periods of arrival and will contribute to even out the tourist occupation during the year. This will also contribute to a more even pricing structure, avoiding the major increases in the peak seasons and without the need for forced minimum stays which would be very difficult for overseas visitors staying only a few days here and there during their tour of Brazil. The arrival of strong currencies would also greatly benefit the area.

There are a number of efforts which should and *must* be done to the present infrastructure in order to attract the overseas visitor, listing here but a few suggestions.

1. For any tourist or conference delegate to feel safe during their visit to Ubatuba a major upgrade of the hospital facilities is vitally important. The state of the present hospital facilities are just beyond description for visitors and residents alike. I accept and understand that this is one of the top priorities of the new prefeito. The hospital must have daily supervision by a qualified, caring and resolute management.
2. A permanent and properly sized pier must be constructed in the most suitable area of Praia Itagua giving safe and manageable boarding points for the many excursion boats trading in the area. It is just not acceptable to pull people through the breakers in a leaking rubber boat in order to board their vessel. For the elderly and children it can be a frightening experience. The pier should be constructed with a 'T' junction at the end of adequate size allowing embarkation/disembarkation for the local excursion boats as well as the coastal service vessels which are sure to come in the near future.

- 2a. There is also a need for a modern marina to be constructed in the sheltered part between the Ubatuba Yachting Clube and the boat slip to the East. This could be in the form of floating pontoons. A coastguard rescue boat with 24 hours VHF listening should be based here.
3. The water and sewage system of Ubatuba must be improved over the next few years. The target must be to have all households connected to the new sewer cleansing unit within 5 years, opening up the entire Praia Iperoig and Praia Itagua to bathers, adding a safe bathing area similar in size to that of Praia Grande. The supply of fresh water during peak holiday periods must also be improved. Better maintenance of the roads in general should also be a high priority.
4. Ilha Anchieta is now taking on the look of 'a holy cow' where wilderness and capybaras rule making it inaccessible to visitors. This valuable island must be upgraded and properly conserved to a desirable venue for visitors with adequate facilities. There should be a daily staff taking care of the maintenance of beaches, trilhas and vegetation. Possibilities to add previously extinct fauna to the island should also be investigated making it an interesting and alive eco experience for visitors following the many trails which should be cleared and maintained. Companies should also be invited to tender for the job of running a small café/restaurant on the island offering refreshments and snacks to visitors as in the past. There is a need to investigate the addition of other islands to the 'Atlantic Eco-Park' for future generations to avoid total privatizing of all the islands.
5. Another important way to add wealth to the area of Ubatuba is to create attractive 'Business Parks' set in landscaped areas near major road systems. Large companies in the surrounding major towns would be invited to re-locate part or all of their business to attractive areas in Ubatuba at advantageous rent and building cost. In Europe, the local council often gives newly established companies a 'tax holiday' of up to 2 years as an incentive. The businesses invited would typically be of 'office type', data processing and similar and would be of a non-polluting type. The prefeitura might utilize land they already own or can gain reasonable access to. The area does not need to have a view or particular access to the sea but must have good access to the major road system. The housing and household requirements of the companies staff will give added job opportunities and turnovers to the local population.

6. Although a case for joint venture by all the Costa Verde prefeituras, backed by Embratur in Brasilia, the creation of a fast catamaran service linking the ports of Rio – Angra – Paraty – Ubatuba – Ilhabela and Santos, it would be a very valuable addition to the tourist infrastructure of the Costa Verde área. Already two years ago I introduced a proposal to establish such a service and having written to all the prefeituras on the coastline as well as Embratur in Brasilia, I received no replies. Sea routes by boats are an important line of communication in most other countries and I am surprised by the lack of tourist/ferry services in the Costa Verde area. See the attached earlier proposal for the ‘SEA-WAY’ project.

7. Even if all the above is in place there is a saying ‘How can you win the world if no one knows you are there?’ Serious marketing efforts must be undertaken in several languages such as english and german, both by issuing free local tourist guides, by internet web sites and by regular presence at major expositions of tourism in both Europe and the USA. The entire tourist infrastructure of Ubatuba must be capable of communicating at least in English. Hotels and pousadas must be encouraged to employ English speaking staff. At least one of the local banks must be persuaded to install a cash vending machine which will accept international credit cards. At the present there are none, which can result in hours of waiting at the banks while they contact Visa by telephone. The banks should also have a currency exchange facility at lest for US dollars.

8. In association with Engenharia Eduardo Pitta we have prepared an interesting project based on the camping area East of the Ubatuba Yachting Clube. The project is a 6000 m2 resort with of apartments of varying sizes created especially for senior citizens containing a health clinic and extensive recreational facilities. The unit can operate as a hotel for short stays or for apartment rental or purchase. It is our view that whilst many people would be interested in retirement to the all year pleasant climate of Ubatuba, they would not do so without a resident, 24 hour health facility in case of emergencies. It might perhaps be a good idea to create a joint clinic/hospital within the facilities, shared with the Ubatuba prefeitura which could have its private access from the road to the South of the property near the main road to Praia Grande. To view full details please see: www.yachtmarine.com/property/six/

9. An association of tourist interested members should be established and regular meetings held in order to resolve problems and improve the overall infrastructure. The local president of tourism should be present and leading these meetings. Once a month, the meetings could conclude with a social get-together with spouses present. This would strengthen the cohesion of the association. Meetings could be held in turnus at each members location in order to familiarize all with the various parts of the tourist industry.
10. The final suggestion concerns security for the visiting tourists. Regular police patrols should take place, also on foot in crowded and popular areas. A special security leaflet should be produced in English as well as Portuguese with tips on what to do and what not to do in order not to attract the attention of people praying on the tourist.

The undersigned has many years experience from the tourist industry in England as well as Norway in a managerial capacity and has during the past 2-3 years actively promoted the Costa Verde area through our web-site

www.yachtmarine.com

in the areas of REALESTATE – TOURISM – YACHT CHARTER and BOAT BUILDING in Brazil.

I have also created a 5 day tour covering the area Rio-Angra-Paraty-Ubatuba-Ilhabela- Sao Paulo with both Tripbrasil of Bahia and Dreamtravel of Norway.
Tripbrasil.com Dreamtravel.no

I have written several tourist and yachting guides on the internet covering the Costa Verde area. Prweb.com Noonsite.com

I am a resident overseas consultant with wide travel experience and a qualified ship's Captain from the Norwegian merchant fleet and would be happy to share my experience with the prefeitura as required.

Thank you for your attention.

Yours sincerely

Tore Christiansen

Yachtmarine

Business Parks in the Brazilian seaside resort of Ubatuba, SP.

Although Business Parks are similar in nature to their counter-parts Science and Industrial Parks they differ in their initial beginnings. Science Parks will usually grow around academic centres, such as Universities, incorporating laboratory facilities and utilising the highly skilled personnel on offer. Companies often have a desire to re-locate new or part of their existing businesses, offering their staff a better quality of living in pleasant rural locations where they otherwise would not have been able to find employment.

Local county councils are pleased to establish new business parks and can offer attractive landscaped areas for the creation of suitable clean business ventures, often granting a tax free establishing period. The promotional efforts to attract companies to Business Parks located in popular holiday resorts are for example in England very often the responsibility of the local Director of Tourism.

Business Parks are usually set-up by businesses seeking to further projects and initiatives commercially and will draw in associated academic personnel and business-funded Research and Development over time. The first order of business is commercial enterprise and the relevance of R&D facilities is addressed as and when needed by existing members of the park.

A Business Park supports its tenants by the provision of property services together with "hard" and "soft" business services. The former includes such services as reception, phones, fax, photocopying, cleaning, security, secretarial, conference rooms, and equipment, etc i.e. all those services that enable a company to move in and operate from Day One. The latter covers those services that are more concerned with company development such as technology transfer, venture capital, student placements, marketing, etc.

Planners have for many years encouraged the creation of industrial sites in Europe and the USA that have access to local working populations. With the development of the Brazilian service sector and growth in science and technology businesses, a number of new business parks and science and technology 'clusters' are being established. They offer a range of affordable and well appointed space, with excellent amenities for retail, light industrial, IT, professional, commercial and technology businesses.

The parks are designed to provide modern, energy-efficient property in landscaped surroundings with good facilities for parking and areas for relaxation during lunch breaks and after working hours. To enable the latest and fastest e-business transactions, all accommodation is well served by high bandwidth telecommunications facilities, particularly through cable networks on-site.

Business Parks in the seaside resort of Ubatuba,SP

Business Park



Premier addresses for business and technology

The development of Business Parks is a response to emerging industries and businesses dedicated to technology and value-added knowledge-based activities. They offer quality facilities set in a highly conducive, seamless and beautifully landscaped environment with

easy access to public transportation and security features.



SENIOR CITIZENS RETIREMENT ESTATE IN THE ECO-SYSTEM OF COSTA VERDE - BRAZIL

The cost of caring for the elderly is escalating, with increased standards and rising costs in previously selected European or US locations caring for their needy senior citizens in warm and sunny locations during the cold winter months.

We are pleased to offer a better and considerably less costly alternative in Brazil, providing governmental/welfare institutions and private senior citizens with a much welcomed solution to the 'old peoples wave' sweeping many countries these days.

In the Costa Verde area between Rio and Santos, the seaport of Sao Paulo, the climate is pleasant all year round, the cost of land and construction is inexpensive and the running cost far below that experienced in Europe or the USA. We are also taking care of the need of visiting relatives in as much as we are planning to build a series of 'cabanas' within the grounds which will be for rent at favourable prices.

It is envisaged that the unit would be occupied by senior citizens during the 6 month winter period and in the summer by visiting holiday makers or as a nursing home for Brazilian senior citizens. The unit will be offered as a 'mixed' residency, for outright purchase, rental basis or pay per day as hotel for senior citizens. There will be extensive recreational facilities within and outside the grounds such as mini golf, croquet, tennis courts. Regular entertainment and outings will be part of the daily activities offered.

The unit will have attached a modern clinic/hospital with qualified staff, the cost of which may be shared with the local health service which is in need of a further hospital to cover the needs of the growing tourist industry.

For details please see: www.yachtmarine.com/property/six/



PROJETO SEA-WAY

O projeto SEA-WAY visa estabelecer uma rota regular de transporte marítimo entre as cidades do Rio de Janeiro, Angra dos Reis, Paraty, Ubatuba, São Sebastião e Ilhabela.

A rota vislumbrada será realizada por uma embarcação moderna capaz de transportar confortavelmente até 50-100 passageiros, a *Power Catamaran*, que se move a uma velocidade máxima de 17 nós. Comparada às embarcações de casco único, a *Power Catamaran* se distingue pela estabilidade sobre as ondas e por sua segurança, proporcionada pela completa independência dos cascos.

O modelo “Sand-Cat” foi projetado pelo designer Thierry Stump, o mesmo criador da famosa embarcação de Amyr Klink, o Paraty. Esta embarcação possui a exclusiva capacidade de aportar em praias devido à largura dos cascos (hulls) em alumínio e o quilha em formato de esqui construído com madeira maciça, desta forma prescindindo da existência de portos ou píers, ainda escassos ao longo desta costa. Possuindo uma velocidade média de 12 nós (22Km/H), calcula-se que o tempo médio entre os destinos será de:

-Rio de Janeiro a Angra dos Reis	- 6hs
-Angra dos Reis a Paraty	- 2hs
-Paraty a Ubatuba	- 4hs
-Ubatuba a São Sebastião	- 2hs

A frequência das escalas, bem como a possibilidade de pernoite em hotéis ou pousadas locais entre os destinos, ainda não foram decididas.

Este projeto inovador em muito contribuirá para ampliar ainda mais o turismo na bela área de costa verde de modo ecológico, diminuindo o já tão saturado tráfego nas estradas, especialmente em fins de semana, feriados e férias escolares. O SEA WAY beneficiará muitos donos de propriedades na região e turistas nacionais e internacionais que chegam aos aeroportos de São Paulo e do Rio de Janeiro, oferecendo-lhes a exclusiva oportunidade de navegar confortavelmente numa moderníssima *Power-Catamaran*.

As possíveis acomodações em hotéis ou pousadas da região poderão ser reservadas de forma a coincidir com as escalas de viagens da catamaran. Nos dias vagos, pretende-se realizar fretes para companhias locais e internacionais, famílias que queiram celebrar data significativas ou simplesmente grupos que queiram usufruir do prazer e conforto de uma viagem especial.

Entre os possíveis serviços oferecidos a bordo, incluem-se: serviço de bar, sala de jogos para crianças, tv, música ambiente, revistas, jornais, duchas de água doce no deck e almoço opcional com pratos quentes e frios. Há previsão de parada em algumas praias para que os passageiros possam nadar; serão oferecidas também máscaras de respiração submarina (snorkels).

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The phenomena of English Piers