

## **VOLUME 11 – ABSTRACT**

**Numbers 1 & 2 - January / April 2002**

**Special Issue Anthropology and Tourism in Brazil**

**Guest Editor: Margarita Barretto**

### **TOURISM AND ANTHROPOLOGY IN BRAZIL**

#### **A preliminar study**

*Alvaro Banducci Junior*

Having as its parameter the international context, this work discusses the way in which a debate on tourism as related to Brazilian anthropology is being created. This is part of the model formulated by Jafar Jafari who has contributed significantly to the debate about tourism in the world. Based on several completed studies, it analyses current theory and the main problems related to Brazilian anthropology.

KEY WORDS: tourism, Brazilian anthropology and tourism, environmental and cultural impacts.

### **ARTIFICIALITY AND AUTHENTICITY**

#### **Tourism as an anthropological experience**

*Silvana Miceli de Araujo*

This article seeks to establish an analytical space for anthropological reflection concerning tourism based on works by Boorstin and MacCannel.

KEY WORDS: staged authenticity, authentic experience, tourism.

### **POVERTY, VIOLENCE AND CRIME**

#### **Conflicts and social impacts of tourism without social responsibility**

*Yolanda Flores Silva*

This work presents the results of a study conducted in the State of Santa Catarina in Brazil with the aim of determining the attitude towards tourism of those residents with lower earning power.

KEY WORDS: identity, tourism, violence.

### **THE RECONSTRUCTION OF “THE ITALIAN ETHOS” IN THE SOUTH OF THE STATE OF SANTA CATARINA, BRAZIL**

*Adiles Savoli*

This study reflects on the current phenomenon of several manifestations of Italian culture, especially those in the south of the State of Santa Catarina. This region has discovered “its Italian ethos”, a process that has initiated a trend exalting many aspects related to Italian culture. These Italian associations reveal a desire to rescue the culture as interpreted by descendants of original Italian immigrants. They selected from the pasta those cultural artifacts which give sustenance on idealized Italian culture and which at the same time, corresponds to the current aspiration of those of Italian descent. This creation of “an Italian ethos” is also used as a strategy to attract tourist to the region.

KEY WORDS: Italians, culture, tourism, identity, ethnicity.

### **SALVADOR, BAHIA (BRAZIL). POWERHOUSE OF TRADITIONS**

*Roque Pinto*

This article pays reference to the way the image of the city of Salvador de Bahia (Brazil) and its surrounding area is configured as viewed from the vantage point of regional symbolism. This image constitutes a key element in the development of local tourism and an economic based on leisure pursuits. At the same time it is shown that this image is exploited in a number of different instances by the society of Bahia (the state government, the tourism and leisure industries as well as by mass media and those residing in the urban space).

KEY WORDS: Bahia, Salvador, tourism, carnival.

### **TOURISM AND RELIGION**

#### **Tension, Negotiation and investment in the historic city of Tiradentes, Brazil**

*Oswaldo Giovannini, JR*

This works seeks to emphasize those aspects of tourism that make reference to the interaction between modern and traditional culture, a moment in which the modern tourist consumes part of the symbolic universe of a traditional group with a “change of meaning” which

inevitably affects the native population. It analyses the Eastern celebration in the historic city of Tiradentes, Minas Gerais. Here the interaction between tourists and natives generates a religious experience marked by tensions, combinations and inversions with reference “those in the inside” and “those outside”. The symbolic complex in question here, the parties, processions and churches, acquire force and sense in the interplay of mythic context, historic interpretation and aesthetic experience, affirming identities and defining relations. Important here are Catholic myths, local tradition and modern requirements for individualist behavior defined by reason.

KEY WORDS: tourism, religion, history.

### **PILGRIMAGE AND TOURIS**

#### **Christmas in Gramado and Canela, Brazil**

*Carlos Alberto Steil*

This paper analyses the relations between pilgrimage and tourism based on two events “Christmas Light” and “Christmas Dream” which are held in Canela, Rio Grande do Sul. Based on studies comparing these phenomena, this study sets out to understand the transformations, which occur during pilgrimages, due to the incorporation of elements of a tourist nature. This analysis of pilgrimage and tourism is taken as a structure of meanings of “ideal types” in the Weberian sense, here focusing on two extreme experiences: pilgrimage and religious tourism. With respect to pilgrimage, there is often confusion between actor and spectator. Tourism emphasizes the spectacle, establishing a polarity between pilgrims and tourism with reference to the event.

KEY WORDS: pilgrimage, tourism, Christmas.

### **THE TOURIST NATURE OF RIO DE JANEIRO, BRASIL**

*Celso Castro*

In the first decades of the 20th Century Rio de Janeiro became the main destination of incipient Brazilian tourism and it continues to be the city that is most frequently visited in the whole of Brazil. This article adopts both an anthropological and a historical focus and this objective is to reflect on the history of the inclusion of Rio de Janeiro in international tourist routes. This article seeks to contextualize the development of tourism in Rio de Janeiro in a wider historical and cultural context (for example the popularization of summer holidays and the appreciation of beaches). At the same time, it sets out to discuss the construction of “the nature of tourism” within the city.

KEY WORDS: tourism, Rio de Janeiro, the anthropology of tourism, the history of tourism.

**TOURISM AND INTERNATIONAL RELATIONS**  
**A study of the resort of Canasvieiras, Brazil**

*Margarita Barretto*

Anthropological studies of tourism point out that this phenomenon contributes the process of acculturation and endoculturation. This article presents a case-study of the resort of Canasvieiras, Florianopolis – SC, Brazil where the impact of tourism –stemming mainly from Argentina- can be observed. This study has till to be completed and it sets out to compare the role of tourism as a factor of acculturation and endoculturation with other international processes and relations.

KEY WORDS: tourism, impacts, international relations.

**THE ETHNOGRAPHY OF THE WALK OF BRAZIL'S POPULAR CLASSES**

*Paulo Roberto Albiery Nery*

This article presents an ethnographic study of leisure activity, “walks on the beach” which constitute a popular party of Rabelaisian dimensions. The paper reflects on the structure of social relations where personal relations predominate and where elements such as nature, the body and social actions are taken into account.

KEY WORDS: walks holidays, tourism, leisure, displacement, popular classes, holistic values.