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State will invest over R\$220 million in services and preparations

Fortaleza – the Tourism Secretary of State, Bismarck Maia, spent the weekend working in a general plan that will be established in order to make Ceará meet the estimated growing demand, with the involvement of the land accessibility infrastructure, directions, basic sanitation, professional training and qualification.

With recourses around R\$ 227,46 millions, the government of Ceará has already begun project auctions, presented by the secretary as “ the package of tourism works”. In order to speed up a number of details related to the project, the secretary Bismarck did not travel to take part in the ITB, in Berlin.

Among the priority projects that the government has for the tourist preparation of the future are the construction of seven roads, besides the restoration and duplication of others. This way it will give better access to the principal coastal points in the east and west. They expect to have finished the works by the end of 2009 that will receive investment of more R\$ 200 millions.

Bismarck explained that the decision in investing in infrastructure – besides training and social promotion – came after verifying that the State was losing tourist flow for the neighbors of the northeast, in the beginning of last year. The increase of plans came in all directions, and the own budget of Setur went from R\$ 10 millions in 2007 to R\$ 200 millions this year according to the determination of the governor Cid Gomes.

“Tourism is the great vector to improve Ceará economically and socially,” said the secretary. The government has defined four tourist complexes: Canoa Quebrada, Fortaleza and region, Jerocoacoara and Cariri.

In the area of environment and with direct involvement with tourism, recourses of R\$2,40 will be invested in fixation . As to sanitation, it will be invested R\$10,135 million, with the highlight for the Aterro Sanitário Regional I in Paracuru and the basic sanitation of Cumbuco. For the signaling, they will invest around R\$7,78.

Ceará is also going to invest in a new segment of the littoral tourism. the boutique hotels. According to Bismarck, a partnership done with Banco do Nordeste (BNB), will supply recourses for financing and constructions of “pousadas de charme” (boutic hotels) along the coast of Ceará. It’s expected to be invested R\$80 millions, half and half.

The boutique hotels are luxury means of accommodation, with few units that gathers sophistication and service of a five star equipment, with a more personalized service.

Brazil has few establishments of this size, some in Santa Catarina, others in the northeast. Ceará intends to encourage this luxury segment, with an eye on the international market, with the air perspectives of new flights to the USA and Europe.

A former building of Dnosc (Departamento Nacional de Obras Contra a Seca), will be used for a new attraction in Fortaleza. On the beach of Iracema they will construct an oceanarium connected to other attractions. The secretary said that the government is still studying the location feasibility for the new Convention Center. They have four possible locations but the basic criterion is that the place faces the sea. For the personnel training, Bismarck highlights the project that will be established in partnership with Sebrae/Ce, to be detailed this week, with recourses of R\$ 10,44 millions. In the marketing and commercial promotion, Ceará is going to invest R\$18,27 millions, in 2008, with own recourses and capital from the Ministry of Tourism (MTur), and from Embratur. The secretary classifies all this effort in the improvement of the services and qualification as a work directed to the city of Fortaleza with the objective of making it one of the chosen locations to hold soccer games of the world cup that will happen in Brazil in 2014, and a global preparation for the tourism in Ceará for the next 20 years.

Fonte: <http://www.bj.inf.br/>

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