

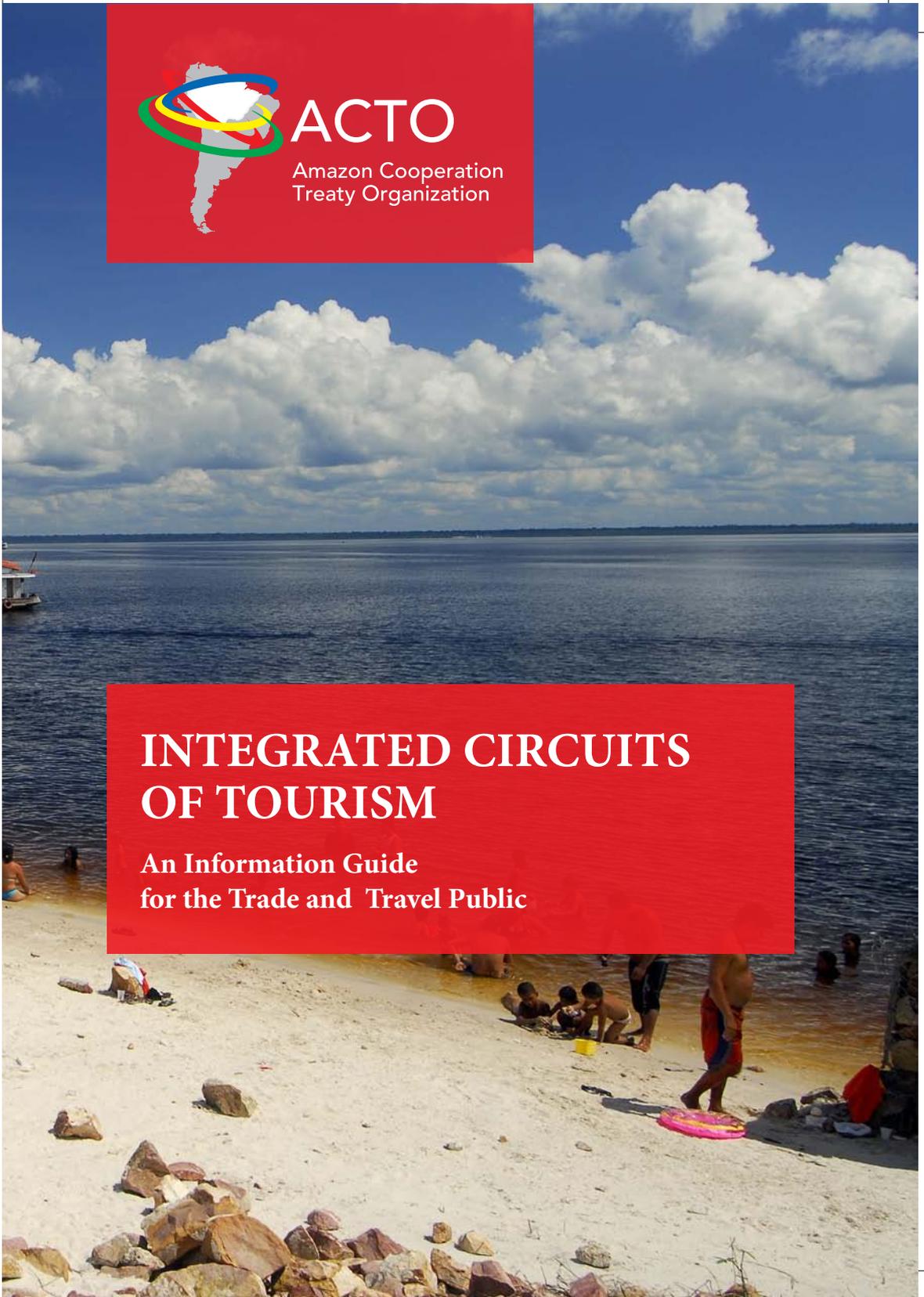


**ACTO**

Amazon Cooperation  
Treaty Organization

# INTEGRATED CIRCUITS OF TOURISM

An Information Guide  
for the Trade and Travel Public



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## **ACTO – Amazon Cooperation Treaty Organization**

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## 1. WHAT IS the standard image of the Amazon?

In the global marketplace the Amazon is perceived as a region of dominant natural and cultural riches. This image is strong and positive from a tourism standpoint and justifies the joint efforts to develop and promote the Amazon as a single geo-destination.

## 2. WHAT MAKES the Amazon Region extraordinary?

*"The Amazon region is the largest expanse of rainforest in the world. Once you get there, you feel the overwhelming power of being out in the open. In the rain forest you can learn how to survive, while you are guided and protected by experienced guides. You can see more animals and plants than you ever expected to be alive. Sailing on the Amazon river is comfortable and safe. There is a well developed touristic infrastructure in the Amazon region." (comment of a German tourist, January 2012).*



### 3. FIVE REASONS to visit the Amazon

Rainforest

Unique cultures

Cruises

Flora and fauna

Developed nature tourism  
infrastructure



### 4. EIGHT COUNTRIES share the Amazon

Bolivia,  
Brazil,  
Colombia,  
Ecuador,  
Guyana,  
Peru,  
Suriname,  
Venezuela.



## **5. AMAZON COOPERATION TREATY ORGANIZATION (ACTO)** the international organization

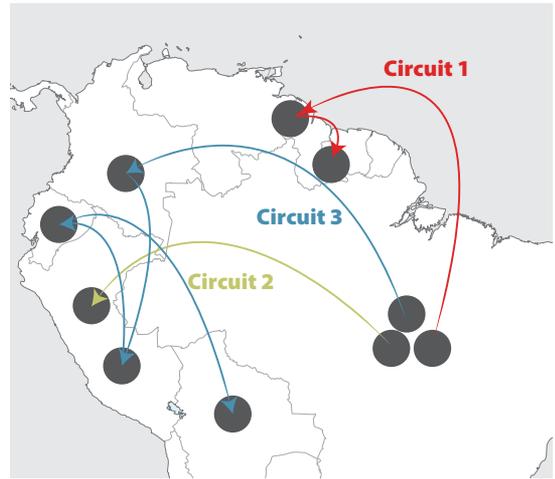
As an international organization, the **Amazon Cooperation Treaty Organization (ACTO)** coordinates procedures in the framework of the Amazon Cooperation Treaty (ACT) and expedites the execution of its decisions through its Permanent Secretariat.

The various dimensions of its operations - political-diplomatic, strategic and technical - correspond to the different spheres of the Treaty and ensure compliance with the purposes of the ACT and of the Organization itself. ACTO, without doubt, is a contemporaneous instrument of the ACT with a broad vision of South-South cooperation that strengthens its governments' vocation to build synergies with other players, nations, multilateral bodies, development agencies, social movements, scientific community, productive sectors and society in general.

ACTO coordinates studies and pilot projects on economic perspectives capable of generating income and opportunities for the Amazon region, thus fostering effective cooperation and integration among the Party Countries of the Treaty (Bolivia, Brazil, Colombia, Guyana, Ecuador, Peru, Suriname and Venezuela).

## 6. TOURISM in the Strategic Agenda

The X Meeting of Ministers of Foreign Affairs of Amazon Member Countries, held in Lima, Peru in November 2010, approved the Strategic Agenda for Amazon Cooperation. Tourism is one of the development themes highlighted with the Establishment of Integrated Tourism Circuits in the Amazon as a sub-theme. The objective of that sub-theme is to establish integrated circuits as a pilot example of sustainable tourism in the Amazon region.



## 7. WHAT IS an Integrated Tourism Circuit?

An Amazonia Integrated Tourism Circuit is a connected route or main corridor of tourism attractions that links a group of at least 3 countries. It is the sum of tourism products that comprise a region and may consist of a set of products or a particular product that shares the same theme.

The 3 integrated circuits which the Tourism Coordination of ACTO has prioritized must be understood as pilot circuits which stimulate a process of development. They combine nature-based, cultural and other attractions in such a way as to offer to visitors an experience of the Amazon from a variety of vantage points.

This experience of the Amazon occurs within a circuit of **Hotspots** that is well-defined, both geographically and thematically in order to optimize benefits to both the visitors and the inhabitants of the areas visited.



## 8. WHAT 3 CIRCUITS

### have been identified by the Member Countries?

The following Circuits have been identified and approved by Member Countries as the 3 Pilot Integrated Circuits of Tourism in the Amazon:

1. The Amazon-Caribbean Tourism Trail (Brazil-Guyana-Suriname)
2. The Amazon-Andes-Pacific Route (Brazil-Peru).
3. The Amazon Water Tourism Route (Brazil-Colombia-Peru-Ecuador-Bolivia)

## 9. WHAT ARE the specialties of the 3 circuits

The Amazon-Caribbean Tourism Trail – projecting that blend of Amazon and Caribbean ingredients in a tourism route that embraces Brazil, Guyana and Suriname. You will feel the Caribbean flair and the colourful culture combined with flora and fauna of the wideness of the Amazon.

The Amazon-Andes-Pacific Route that, like the Amazon-Caribbean Tourism Trail, offers an experience that combines Amazonian and (in this case) Andean flavours stretching from the Hotspots of Acre (in Brazil), through Peru, Bolivia and Ecuador. The tourist, who wants to combine the world of the mountains with the tropical flair of the Amazon, the big untouched national parks and the Amazon culture is welcome here.

The Amazon Water Tourism Route seeks to capture that market fascination with the waters of the Amazon and delights the visitor with an experience of the synergy that exists between the waters and the peoples of the Amazon. There are many possibilities to know the river lifestyle, their people and their traditions. The tourist has the chance to visit modern cities like Manaus, to stay in bustling places like Iquitos and experience life in smaller communities.

## 10. WHAT ARE THE FIRST STEPS in the establishment of an Integrated Tourism Circuit?

The 3 circuits are formed under different themes and concepts, but with the same process of construction. The steps are:

- Identification of the combination of countries, geographical areas and theme such as Amazon - Caribbean Trail involving Guyana, Suriname and Brazil.



- Political agreement among the Tourism Authorities at national and local levels and signing an official note of understanding.



- A benchmarking exercise with the principal actors which means defining and analyzing the tourism viability of the circuits.



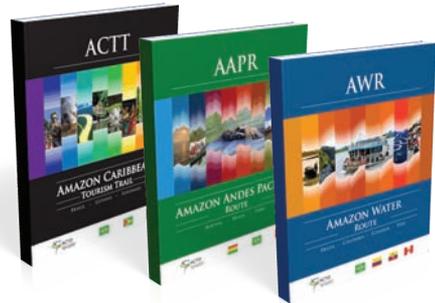
- Compilation of information about the different places and themes of the circuit to produce a Circuit Manual. This allows national authorities and stakeholders to act in the regional context to develop concrete tourism products.





## 11. WHAT IS a Circuit Manual?

The Manual of the circuit is a specific element of communication directed to raising awareness and to helping the process of development of tourism products. Information is uniform, well organized and agreed and can be regularly updated. It is a useful tool of orientation and information that assists national authorities to make tourism decisions over a wide spectrum of applications allowing the end user to understand and interpret the complete product through the integrated vision of the destination. It is also a tool that helps the tour operator to design appropriate packages for the market.





## 12. WHO USES this Manual and for what purpose?

The Manual is used by all actors involved in the circuit, it may be a company, a community or a government all forming part of the productivity chain. The Circuit Manual has internal and external impacts:

- External impacts relate to the decisions and actions taken by national tourism authorities that are executed outside the destination.



- The internal impacts are aimed at improving the quality of the destination which is the role of government in conjunction with the private sector and communities.



### 13. WHAT IS the Circuit Green Book?

The Tourism Circuits being established in the Amazon are intended to offer the visitor an integrated experience of sustainable tourism in the Amazon. This objective implies a chain of responsibilities from the policy makers, tourism managers and administrators to the consumers. The **Circuit Green Book** will therefore be the smaller companion of the Circuit Manual that presents a more condensed and reader-friendly panorama of the sustainable tourism attractions elaborated in the Circuit Manual, with guidelines and recommendations for the visitor about sustainable behaviors at the *Hotspots*.

### 14. ALL LINKS to ACTO & Member Countries

Bolivia		<a href="http://www.produccion.gob.bo">www.produccion.gob.bo</a>
Brazil		<a href="http://www.turismo.gov.br">www.turismo.gov.br</a>
Colombia		<a href="http://www.mincomercio.gov.co">www.mincomercio.gov.co</a>
Ecuador		<a href="http://www.turismo.gov.ec">www.turismo.gov.ec</a>
Guyana		<a href="http://www.mintic.gov.gy">www.mintic.gov.gy</a>
Peru		<a href="http://www.mincetur.gob.pe">www.mincetur.gob.pe</a>
Suriname		<a href="http://www.mintct.sr">www.mintct.sr</a>
Venezuela		<a href="http://www.mintur.gob.ve">www.mintur.gob.ve</a>

ACTO: [www.otca.info](http://www.otca.info)



