



IADB-BR-T1483

Support for Sebrae's Smart Tourism Destinations Program



### Quick Facts

Countries	Brazil
Financial Institutions	Inter-American Development Bank (IADB)
Status	Proposed
Bank Risk Rating	C
Borrower	Government of Brazil
Sectors	Technical Cooperation
Investment Type(s)	Advisory Services
Investment Amount (USD)	\$ 0.50 million
Project Cost (USD)	\$ 1.00 million



### Project Description

The main objective of this TC is to support the design of planning tools and the implementation of key-activities aimed at consolidating smart tourism destinations in Brazil. The TC will provide support for Brazilian tourism destinations to plan their recovery post-COVID-19 adopting the concept of smart tourism, an innovative perspective on tourism planning, focused on the pillars of governance, innovation and technology, tourist experience, accessibility, and sustainability.

The specific objectives of the TC are: (i) to support the design of strategic and operational planes for smart tourism destinations in Brazil; (ii) to implement key-actions for the consolidation of those smart destinations; and (iii) to strengthen Sebrae's Nacional and its local unities capacities to support and disseminate good practices related to smart tourism destinations in Brazil.



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### Investment Description

- Inter-American Development Bank (IADB)



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### Contact Information

#### ACCOUNTABILITY MECHANISM OF IADB

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