





TUCORIN



- GOVERNANCE CHALLENGES = SEVERAL STEAK HOLDERS

S = Participatory Forum

- GAPS IN HUMAN RESOURCES

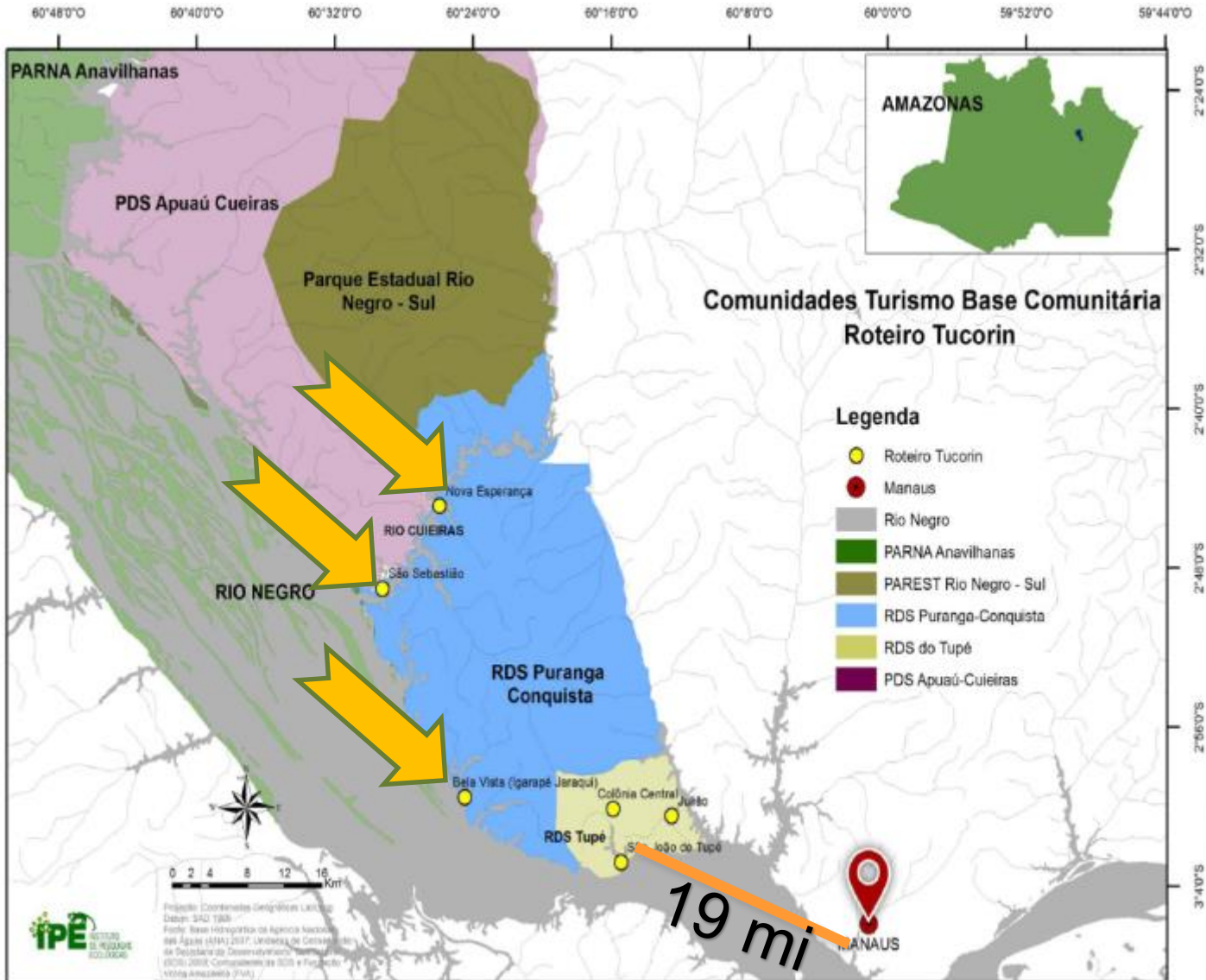
S = IPÊ Technical Partnership/Courses/Forums

- ACADEMIC BASIS

S = Partnership with UEA and UFAM

- MANAGEMENT ISSUES; STRUCTURAL AND TECHNOLOGICAL GAP

S = Educational Programs/Technical Courses/Forums/Fairs, etc.



LOWER RIO NEGRO REGION

- SOUTH SECTOR:
 São João do Tupé
 Julião
 Colônia Central

- NORTH SECTOR:
 Bela Vista do Jaraqui
 São Sebastião
 Nova Esperança



Top
of Mind

Total Quality Program Established,
Commercial Success, Ribeirinhos empowered
and in charge of the administration (dream?)

Commercial
Expansion

BUSINESS PLAN

Economic Studies, Investment Return
Analysis, Commercial Expansion,
Total Quality Program

Governance, Infrastructure
and Technical Capability

First years to build the Tucorin
infrastructure: Physical
Investments, Courses, etc.



2008-2014

2015... – NEW COMMERCIAL APPROACH

- 1.SUSTAINABLE NEW BUSINESS SCALE
- 2.EMPOWERMENT OF LOCAL MANAGERS
- 3.TOTAL QUALITY RPOGRAM





Nome: **Farinhada - Sra. Ugulina**

Código: NV3	Comunidade: Nova Esperança
Leitos: xxx	Pessoal Máx. xxx

Categoria do serviço: Atividades Diversas

Preço de Venda: R\$ 75,00

Descontos: 0%	R\$ -	Impostos: 0%	R\$ -
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Comentários:

Foi identificado que as cestas de cipó de ambé (lembrança dada aos turistas) são um entrave para o tamanho do grupo. Foi aconselhado que o limite de cada grupo seria de até 5 pessoas.

Resultado de Venda do Produto

Preço Bruto:	R\$ 75,00
Descontos e Impostos:	R\$ -
Preço Líquido:	R\$ 75,00
Custo dos Materiais (CMV):	R\$ 3,96
Custo da MO: #####	R\$ 47,22
Custo da Água	R\$ 0,01 R\$ 0,01
Custo de Emissão	R\$ 0,01 R\$ -

Relação de Insumos - Cálculo do CMV

1	Água - garrafa
2	Cipó de Ambé
3	
4	
5	
6	
7	
8	
9	
10	

Unidade	Valor (R\$)	Rendimento	Perda %	Valor Parcial	Valor Total
1	R\$ 4,00	0,90	10%	R\$ 3,60	R\$ 3,96
1	R\$ -	0,00	0%	R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -
				R\$ -	R\$ -

Custo de Frete:	R\$ -
Outros Custos Variáveis:	R\$ -
Marg. Contribuiçã	32% R\$ 23,80

Estimado da MO/Mê: 161% R\$ 1.088,92

Relação de Insumos Escassos:

Fases	Descrição das Fases do Processo Produtivo	Insumos de Entrada	Tempo (h)	Insumos de Saída	Litros de Gasolina, ou Óleo, ou Diesel	Litros d'água	Trabalha-dores	Unidade Obtida	Rendimento da Unid. em Produtos
1	Preparação da casa de farinha	xxx	1	Encontro com Turista	0	0	2	serviço	1,00
2	Descrição das Fases do Processo Produtivo para Constit	xxx	0,33	Encontro com Turista	0	0	1	serviço	1,00
3	Realizar a farinhada	Encontro com Turista	1	Apresentação Pronta	0	0	1	serviço	1,00
4	Encaminhar o turista	Apresentação Pronta	0,15	Retorno	0	0	1	serviço	1,00
5	Extro Cipó Ambé	xxx	2	Fio de ambé	Manual	1	2	grupos 5	4,00
6	Descascar o ambé (3 cascas) e por pra secar por 1 dia	Fio de ambé	4	Fio descascado	Manual	0	2	grupos 5	4,00
7	Destiar os fios de ambé	Fio descascado	4	Fio pronto	Manual	0	2	grupos 5	4,00
8	Tingir parte dos fios de Ambé	Fio pronto	6	Fios Tingidos	Manual	0	2	grupos 5	4,00
9					0	0	1		1,00
10					0	0			0,00
		Total de Horas Proporcionais	11,48		0	1	4	xxx	xxx

Recognizing Issues



Negative

- Scale of Business
- Conflicts when everybody participates
- Commercial Approach
- Personalized Touristic Routes
- Lack of empowerment of locals in the administration
- Legal Entrance and visitors mng.



Positive

- + Price Policy
- + Very Low Environmental Impact
- + Trust
- + Governance
- + Engagement of the Steak Holders
- + Motivation and Self-Confidence

Market Positioning



FAST FOOD

X CONSUMER
X SPPLYERS



ORGANIC

+ PRICES
+ TIME
+ EXPERIENCE
+ INTERACTION



LARGE SCALE



SMALL SCALE

“HUBS” = MARKET SCALE



S1

**More tourists, more services,
+ suppliers**



SÃO JOÃO DO TUPÉ

1. Closest to Manaus.
2. Already has regular trips during weekends
3. Works as a “HUB” to Tucorin and can receive 12-16 tourists/tour
4. Products & Services: inn, restaurants, indigenous presentations, handicraft and trails within the rainforest.



São João do Tupé



Colônia Central AND Julião

Jungle Trails; Social Projects in the communities; No room available; access made by Tupé Community



Conlônia Central; and Julião





S2

Complete

ROTTG5
R\$12.288/\$2.458

ROTTG10
R\$22.247/\$2.225

Southern Route

TUPEG3 R\$1.175/\$391,67

TUPESG3 R\$1.692/\$563,89

TUPEG10 R\$5.5684/\$569,0

ROTSG5 R\$4.383/\$867,70

ROTSG10 R\$7.600/\$760,00

Northern Route

ROTNG3 R\$5.458/\$1.819

ROTNG5 R\$7.892/1.578

ROTNMG5 R\$5.983/1.197

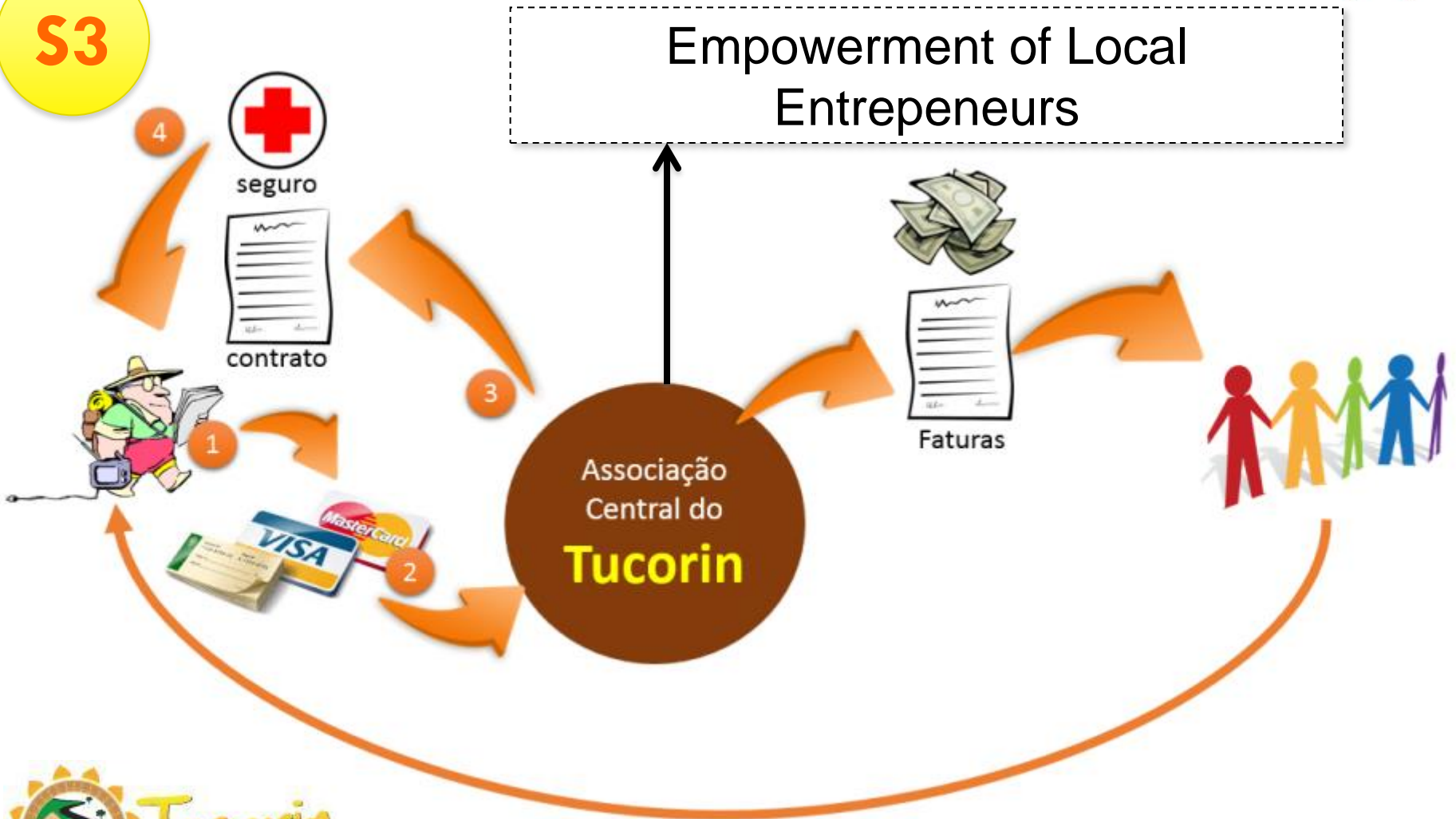
ROTNG10 R\$13.867/1.387

Instead of making personalized Routes for every tourist, the “combos” would give the clients a better understanding of prices and services.

Sales Procedures (ideal)



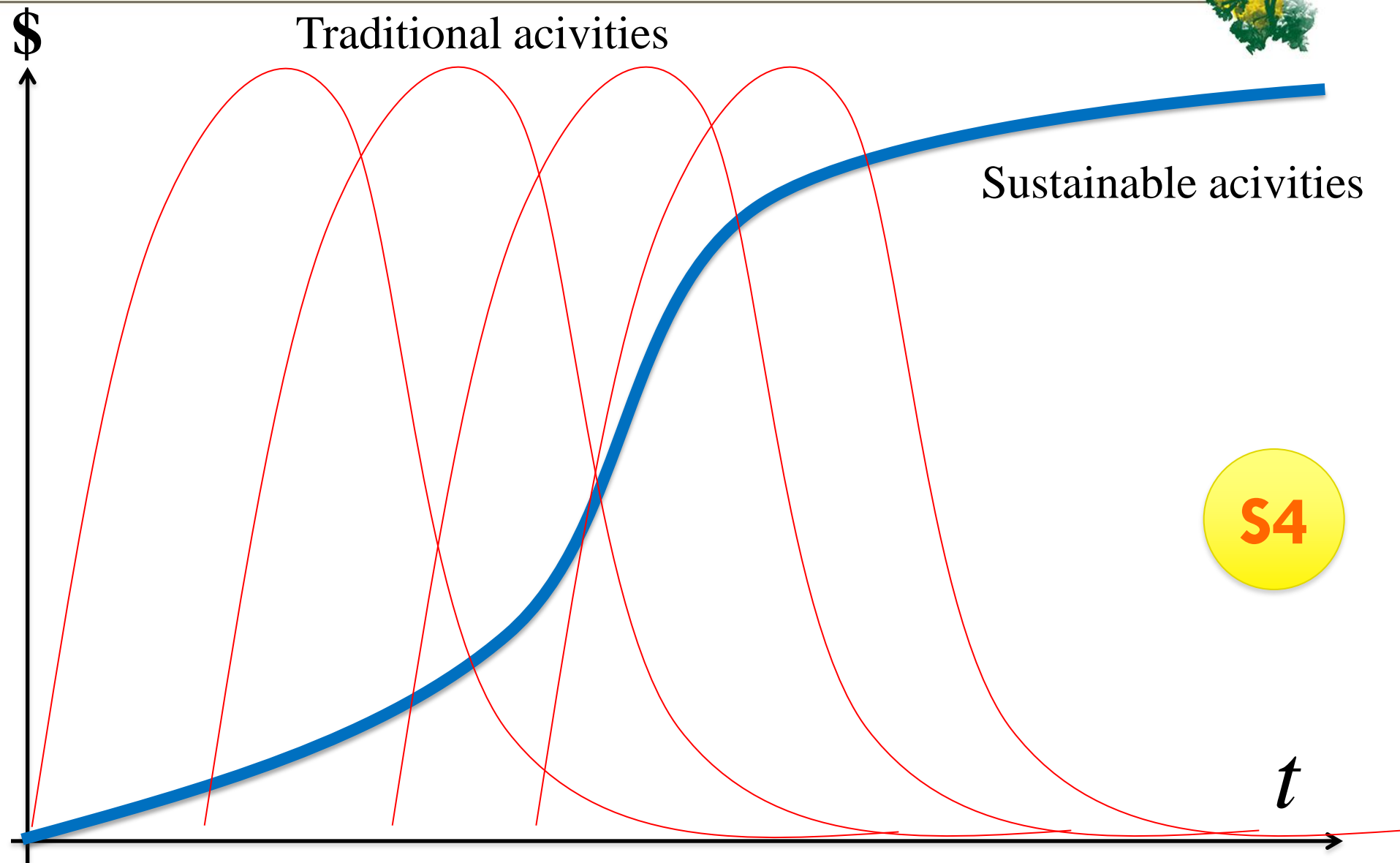
S3







1. Groups of 3, 5 or 10 people – (cancelation policy);
2. Individuals who wish to go by themselves either contract a full-price or wait for a group;
3. Beds are only available at Tupé, Bela Vista and one room at Nova Esperança;
4. Most of the accommodations are in hammocks;
5. Every route includes travel insurances;
6. Transportation go from the pier, in Manaus, to the communities;
7. Health aspects for tourists are verified (age, diseases, vaccines, etc.)
8. Legal entrance in the territory is now only made by TUCORIN;
9. Finance analysis pointed tht the project needs US\$85,000 along 3 years of operation (considering cash flow and fixed investments).





<http://www.roteirotucorin.com>

INÍCIO

SOBRE

ROTAS

LOCALIZAÇÃO

VISITE

NAS REDES

Agências





The screenshot shows the Facebook interface for the page 'Roteiro Tucorin'. At the top, the search bar contains the page name. The user 'Lu Luka Martin' is logged in, with 'Página inicial' and '20+' visible. Navigation tabs include 'Página', 'Mensagens', 'Notificações' (with a red badge for 12), 'Informações', 'Ferramentas de publicação', 'Configurações', and 'Ajuda'. The main content area features a large landscape photo of a river and forest. A yellow circular badge with 'S5' is overlaid on the right side of the photo. Below the photo is the page's cover image, which contains the 'Tucorin' logo and the text 'Turismo Comunitário no Rio Negro'. The page name 'Roteiro Tucorin' is displayed in bold, followed by the description 'Atração turística · Passeios e pontos turísticos'. Action buttons for 'Criar chamada para ação', 'Curtiu' (with a like icon), and 'Mensagem' are visible. At the bottom, a navigation menu includes 'Linha do Tempo', 'Sobre', 'Fotos', 'Avaliações', and 'Mais'.



- Brochures
- Banners
- Fairs

S5



BELA VISTA

1. Hub
2. Jungle Camping
3. Jungle Trails
4. Natural Swm Pool
5. Handicraft





NOVA ESPERANÇA





Nova Esperança

- 1.HUB
- 2.COMMUNITARIAN RESTAURANT
- 3.“HAMMOCK HOSTEL”
- 4.1 ROOM = DOUBLE BED
- 5.JUNGLE TRAILS
- 6.HANDICRAFTS
- 7.“FARINHADA” PRESENTATION
- 8.CANOONING TRAIL





SÃO SEBASTIÃO – SOCIAL WORK





THANK YOU



Tucorin
Turismo Comunitário no Rio Negro