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TITLE: LOCAL ECONOMY IN AMAZON, CULTURE AND SUSTAINABILITY: AN ANALYSIS I-O OF THE "BOI-BUMBÁS' FOLKLORIC FESTIVAL" AND ITS DERIVATIONS IN THE ECONOMY OF PARINTINS, AMAZONAS

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ABSTRACT:

In Parintins, second most important municipality of the state of Amazonas, located on the left bank of the Amazon River, the last weekend of June is devoted to the spectacles offered by the two rival Bois-Bumbás, Caprichoso e Garantido. The dense fusion of cultural elements forged in almost one hundred years, became the "Folkloric Festival of Parintins": an event that nowadays attracts thousands of people from Amazon itself, from Brazil and from abroad as well. It provides opportunities for direct employment of hundreds of workers, artisans and artists, boosts tourism and provides the basis for a major production of cultural goods such as music, dance and scenical handwork. This paper presents the results of applying an ascending methodology (CSα) to generate an IO-Matrix, which considers the activities related to tourism, the Festival itself and the production of cultural goods over the year as specific sectors. A comprehensive picture of whole Parintins's economy in year 2005 is offered, in that the three mentioned culture intensive sectors work together with the rural production and 13 other sectors of trade, industry and services in local, state and national levels. Moreover, the paper analyses based on the matrix of multipliers, and compared to traditional sectors, both the retention and leaking effects related to these creative sectors regarding the local economy. Considering the highly intangible nature of the cultural production - its minimal pressure on the environment - and its role in the construction of social identities, the paper also provides economic arguments for its inclusion in policies needed to prioritize the sustainability of the Amazon.