

HOTEL INDUSTRY AND LEGAL PREPARATIONS FOR THE WORLD CUP IN RIO DE JANEIRO

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Brazil is preparing for the 2014 World Cup and Rio for the 2016 Olympic Games and tourism is growing in rates higher than the expected ones. The real estate market has significantly increased, the value of real estate in Rio has raised over 150 percent in some locations and investment volumes in Rio seem to be the new boom.

According to the Hotel Industry Association of Rio de Janeiro, regarding 2009, the *carioca* hotels recorded a 73.14 percent occupation in October, or else 159 thousand visitors, the largest since 2001, when the research began. Also regarding the association, they are planning to construct another ten thousand hotel rooms that shall add to the existing twenty eight thousand. There is a financing offered by the National Economic and Development Bank (BNDES) of over one billion reais issued for such activities.

Mandatory existence of menus in foreign languages and Braille for hotels, restaurants bars and similar establishments

Quite before the World Cup and Olympic games, the Rio de Janeiro city is prepared to attend foreigners. The matter was ruled by Municipal Laws # 2.315/95 and # 2.678/98.

We verify that at least one menu in Braille is required (Municipal Law # 2.315/95) and offering of menus in English, French and Spanish, besides Portuguese is requested for hotels, restaurants bars and similar establishments in touristic areas (Municipal Law # 2.678/98)

In both cases, the breach of Law may lead to penalties that might vary from notice, fines and suspension of the establishment permit.

Establishment adaptations to special assistance needs

Law 4.675 of this City of Rio de Janeiro and Law 4.326 of the State of Rio established that hotel and motels should adapt themselves to people who need special assistance, including elderly people. The breach of Law may lead to penalties that might vary from notice, fines and suspension of the establishment permit.

Comfort at the beach and swimming pools

There is a bill in study that rules upon offering a support to tourists at the beach. This is already provided for by many of the hotels (especially four-five stars hotels).

There is also a state law that establishes mandatory safe guards in hotel and club swimming pools. There is a federal bill ruling public pools under analysis.

Protection to minors

Hotels must refuse to accommodate minors that are not accompanied by their parents, tutors or duly authorized parties by Federal Law and must post signs notifying about

this, under penalty of closing doors. In Rio de Janeiro, a bill is still in study demanding signs to be posted in easy-to-see places.

Safe sex measures

In the state of Rio de Janeiro hotels must offer protection and include signs posted in easy-to-see places to incentive safe sex. Signs regarding child and teenage exploitation should exist to restrain these practices. In the state department, there is a bill to close all minor exploitation establishments in study.

Sanitary measures

There are laws that demand that all water used in all hotels, motels, shopping centers, clubs and supermarkets in the State of Rio de Janeiro must be filtered and periodically examined for bacteria.

Others

Federal bills include matters as ruling of tips, music and audiovisual charges, service tax, among others.