

2003 Aldo Papone Conference Brazil Case Study



Current Programs in Brazil:



Sustainable Tourism
in the Atlantic
Rainforest
- Brazil -



Sustainable Tourism in the Atlantic Rainforest



Summary

- 1. Questions addressed by the case study**
- 2. Concepts of Sustainable Tourism**
- 3. The Atlantic Rainforest in the São Paulo State and Brazil**
- 4. São Vicente and São Francisco Xavier: the case study locations - two different examples of sustainable tourism**
- 5. Final Remarks: Students proposals to Sustainable Tourism and future perspectives**

Questions addressed by the Case Study



A) Is it possible to develop sustainable tourism in the Atlantic Rainforest System, in such a way as to combine both the tourist activities and the preservation of natural areas?

B) Can sustainable tourism be a means of social inclusion for the communities, aiming at local social and economic development?

C) How can local communities and traditional populations be involved in the tourism process and thus receive benefits from this activity?

Concepts of Sustainable Tourism



- **Sustainable tourism has many definitions:**
- **Sustainable tourism involves meeting the needs of local people and tourists while protecting the environment and culture, bringing new opportunities.**
- **It is based on the conservation of natural, historic, cultural, economic resources, in a way to guarantee their existence for the future generations.**
- **Local communities must desire the tourist activities in their areas, participate and receive benefits from them, such as the creation of jobs and new sources of income.**

Concepts of Sustainable Tourism



English Tourism Council defines 4 principles to a more sustainable tourism, as it must:

- **not affect negatively the environment**
- **be acceptable to the community**
- **be profitable to business**
- **satisfy the visitor**



The Brazilian Atlantic Rainforest constitutes one of the most bio-diverse ecosystems on the planet, with over a million and a half plant and animal species classified to date.

The Amazon Rainforest

- approximately 300 species of tree per hectare;

- 353 species of mammal catalogued as of 2001.

The Atlantic Rainforest

- in some areas close to 454 species of tree per hectare;

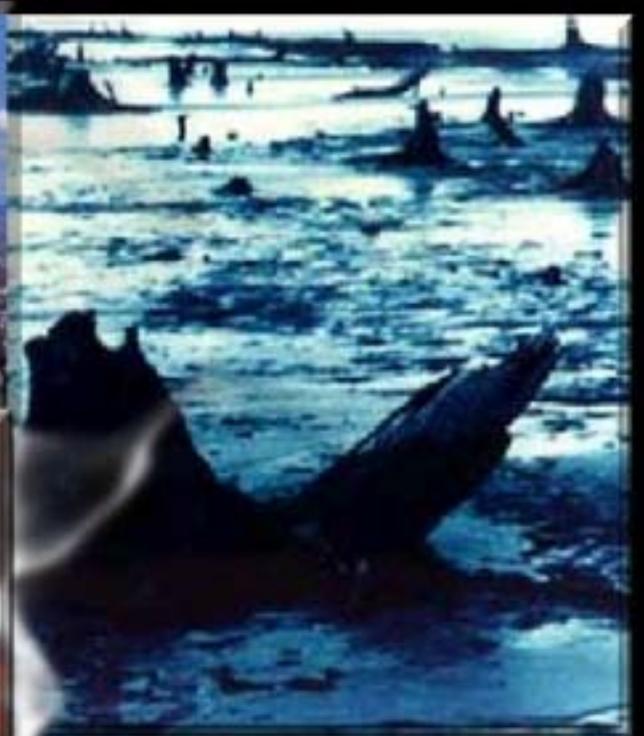
- 215 species of mammal catalogued as of 2001.

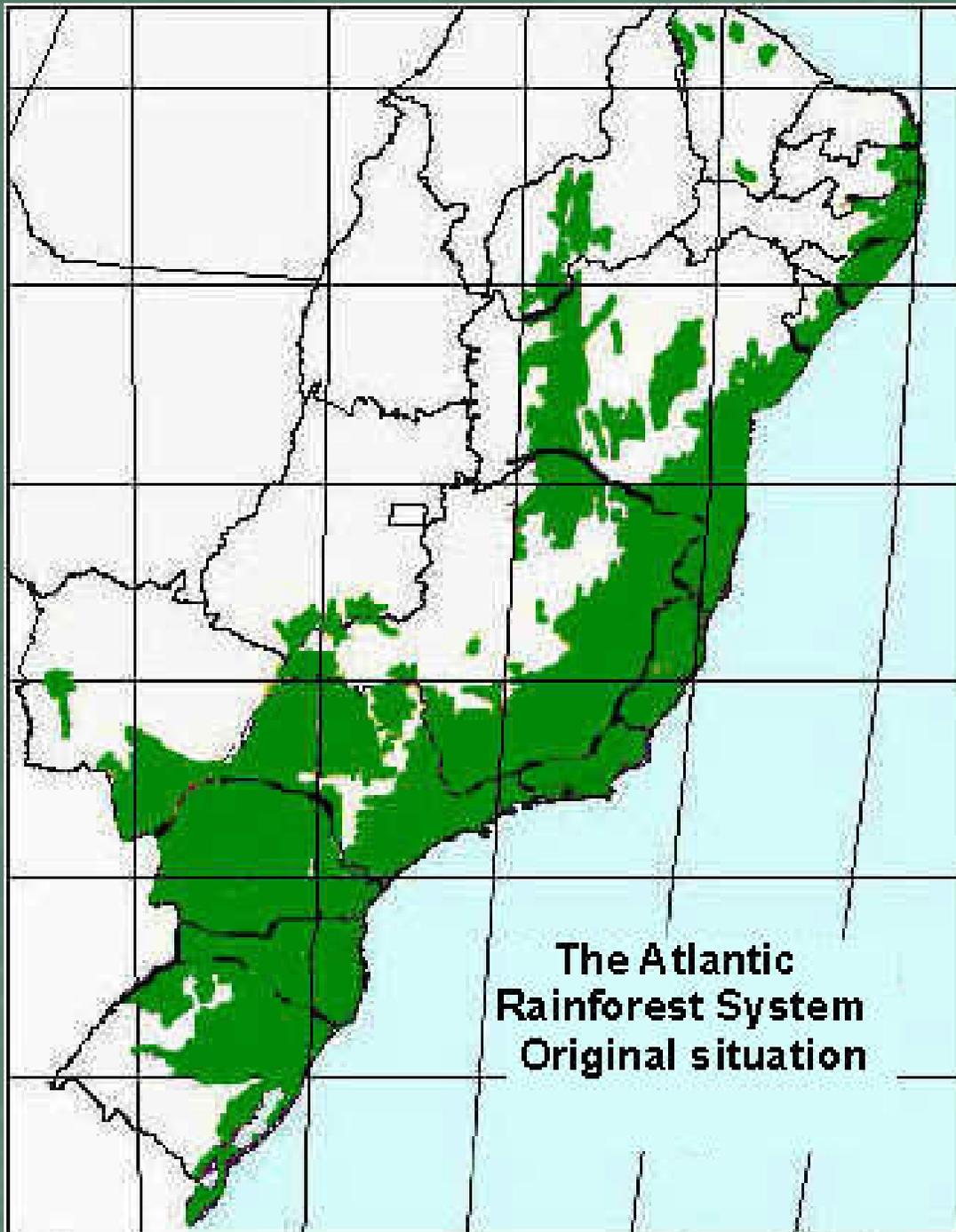


-  The Original Amazon Rainforest
-  The Original Atlantic Rainforest

It is worth noting, however, that the Amazon is almost four times larger than the original area (now much reduced) of the Atlantic Rain Forest, which demonstrates the proportional importance in terms of bio-diversity that the latter possesses.

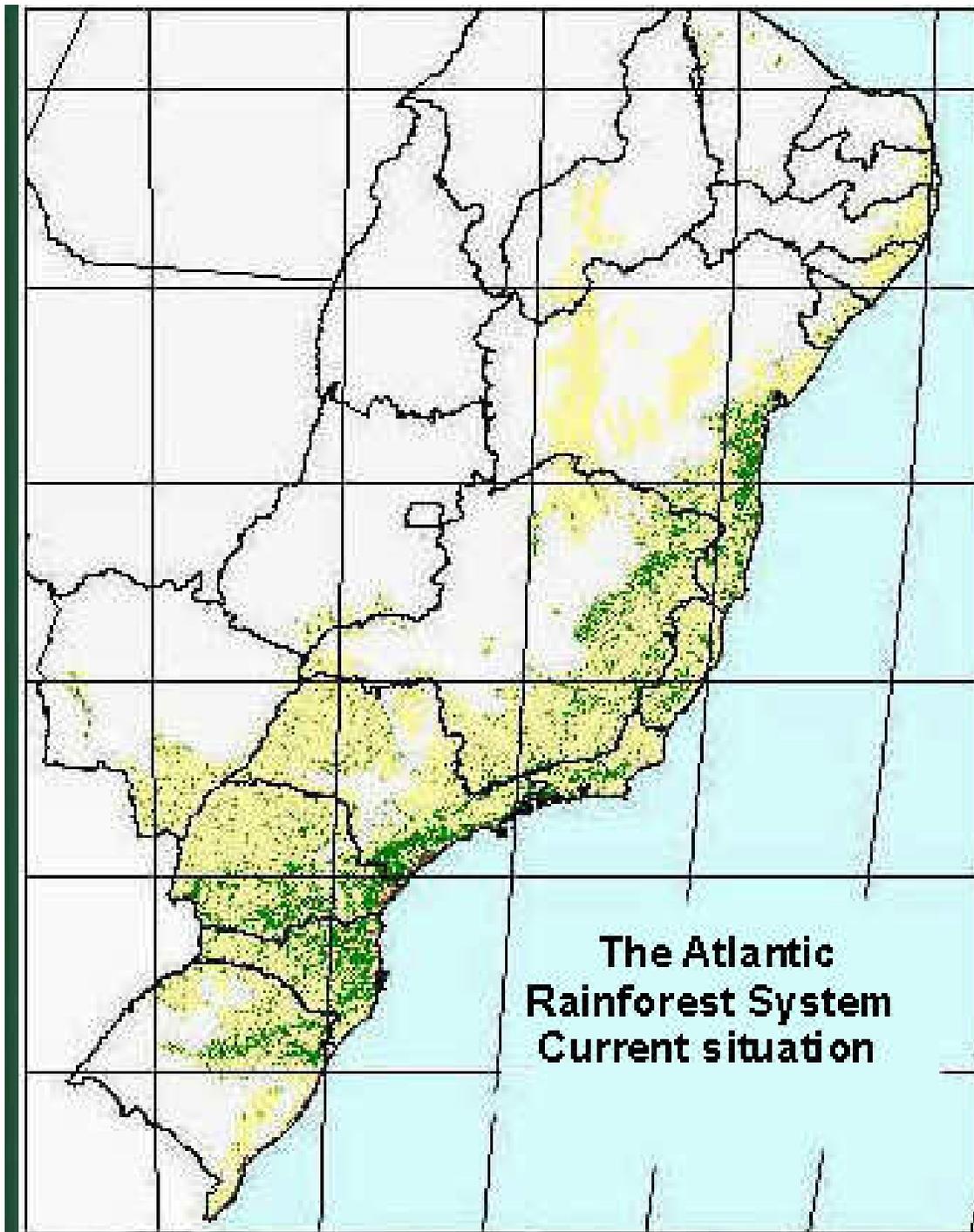
The Atlantic Rain Forest System was for centuries a constant target for loggers after hardwoods and the other forestry resources as well as deforestation to make room for plantations, cattle breeding, buildings and urban centers. It has been irreversibly altered as a result of several economic cycles and an intense and rapid process of industrialization and accompanying urbanization.





Originally the system consisted of rainforests, Mangrove swamps and other types of woodland spread over 17 Brazilian states, with an area larger than 1.3 million square kilometers. Presently, just 7.3% of this total remains.

Maps adapted from:
<http://desenvolvimento.dr2.com.br/sosmata/sosmata/atlas2001/index.asp>



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The Atlantic Rainforest is a complex varying characteristics comprise of both elevated and sea-level regions, cut by abundant rivers and with beautiful waterfalls, which make it perfect for many tourist activities.



The Atlantic Rainforest also have several groups of traditional populations: the *caiçaras*, *quilombolas*, native indians and river dwelling peoples all constitute a genuine part of Brazil's cultural identity. Above all, these populations employ traditional means of extracting natural resources that have little noticeable environmental impact.



Indigenous populations living in the ARF a word from the native indians Tupi-Guarani language to describe the first mixed-race mainly from indians and Portuguese who had settled along the Brazilian coastline. Despite their increasing poverty and loss of socio-economic and cultural identity, the *caiçaras* practice fishing, collecting and agricultural activities that, through a mixture of local knowledge and techniques, optimize the use of the natural resources of the Atlantic Rainforest System.



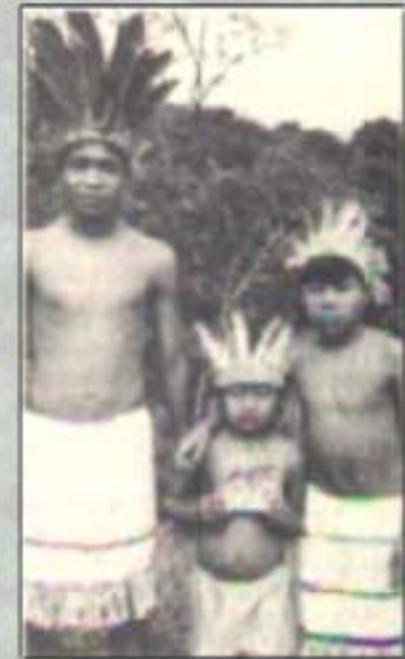
Caiçara



Once much more numerous than today, the indian population that inhabit the areas of the Atlantic Rainforest System along the Brazilian coast possess extense knowledge of native plants and are endowed with a unique cultural identity.



Native Indians

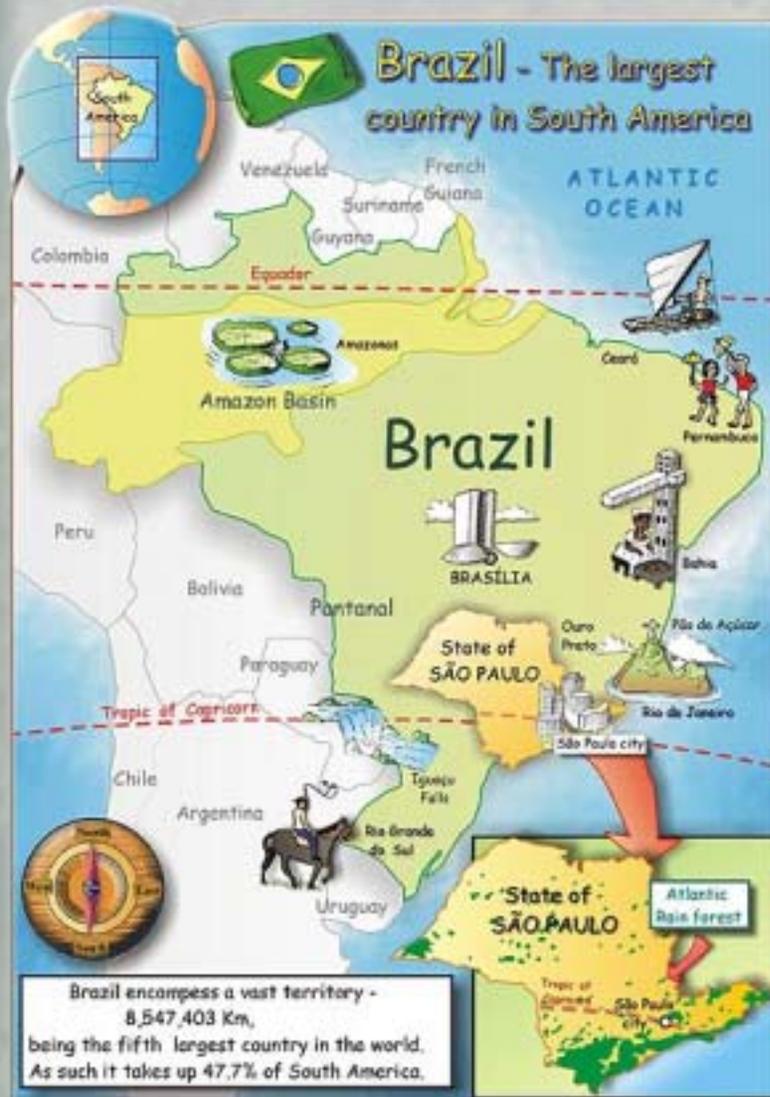




**These are communities
descendants of black slaves.
They generally retain a social
structure based on collective
family farm labor, fishing,
hunting and other collecting
activities developed in the forest.**

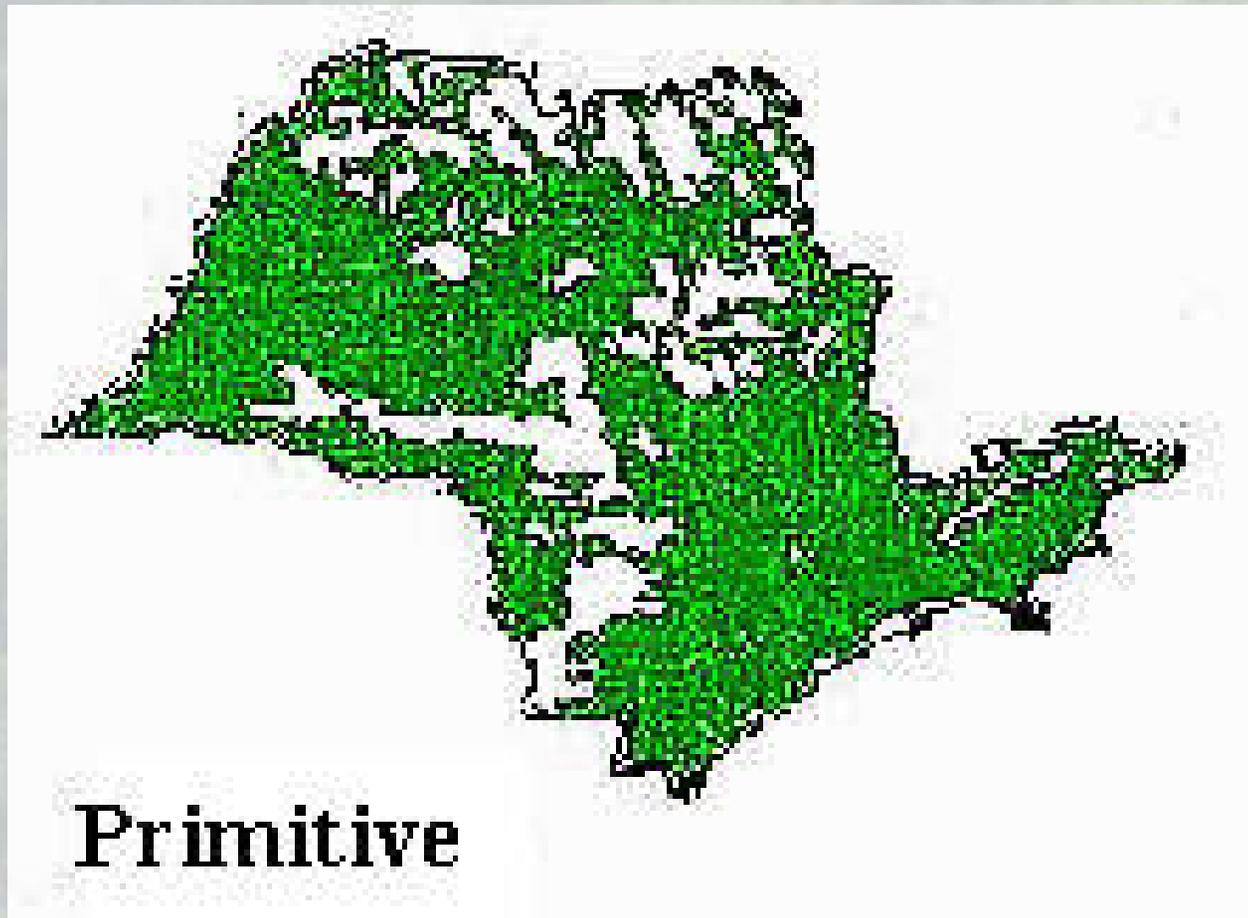
Quilombolas





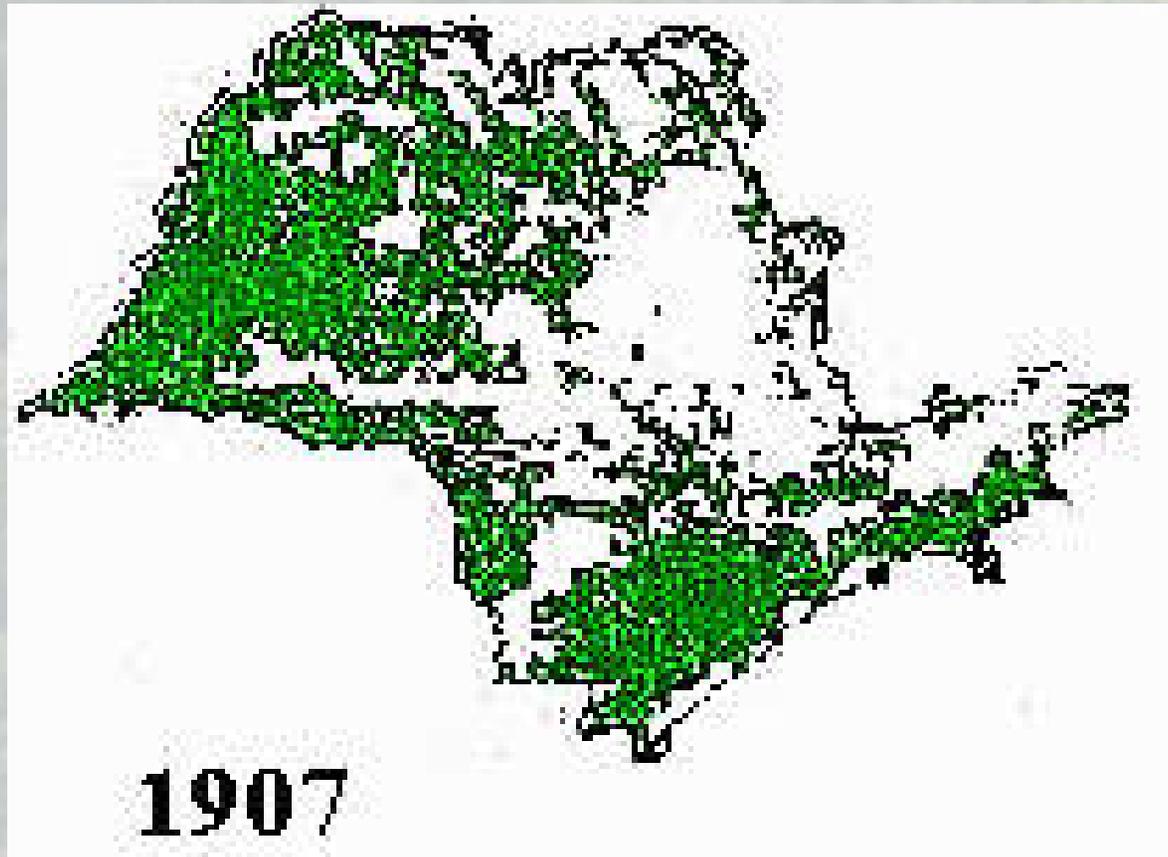
In the São Paulo State, the Atlantic Rainforest is currently restricted to small and sparse areas, mainly along the coastline. Despite its reduced size, it retains extremely varied geographical formations and landscapes with a very high tourism potencial. This unique ecosystem is what the research carried out by the students and teachers from the schools of São Vicente-SP (School Ayrton Senna da Silva) and São José dos Campos-SP (School Maria de Melo) have in common.

Atlantic Rainforest in São Paulo from years 1500 to 2000



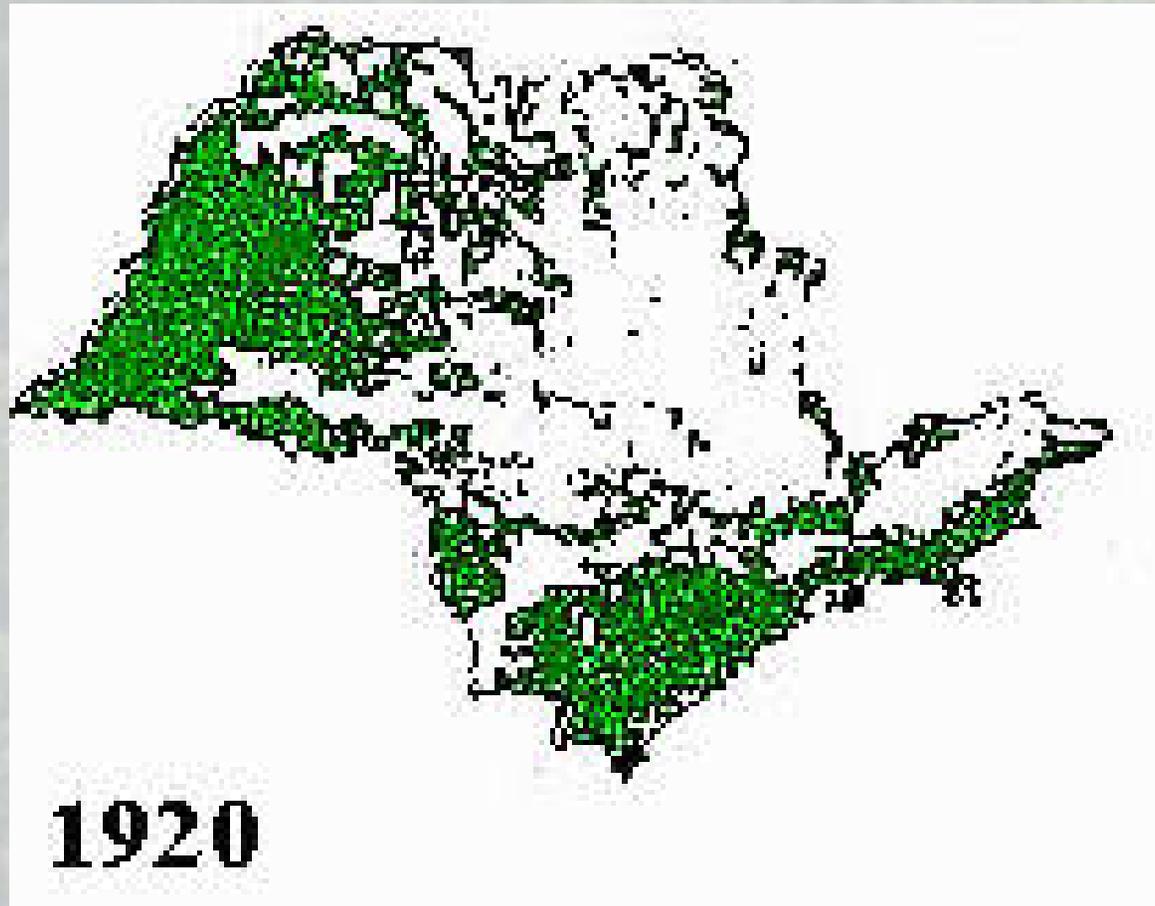
Source: <http://www.sosmataatlantica.org.br>

Atlantic Rainforest in São Paulo from years 1500 to 2000



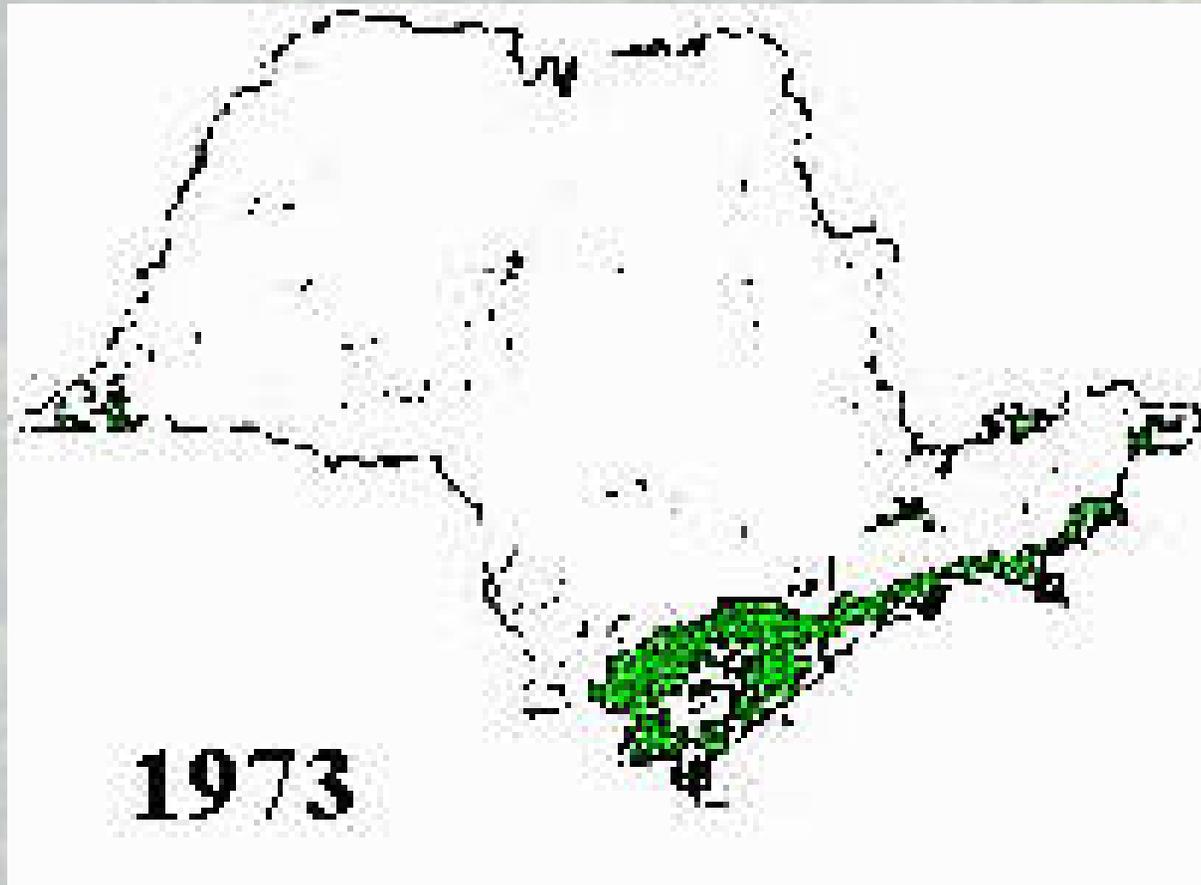
Source: <http://www.sosmataatlantica.org.br>

Atlantic Rainforest in São Paulo from years 1500 to 2000



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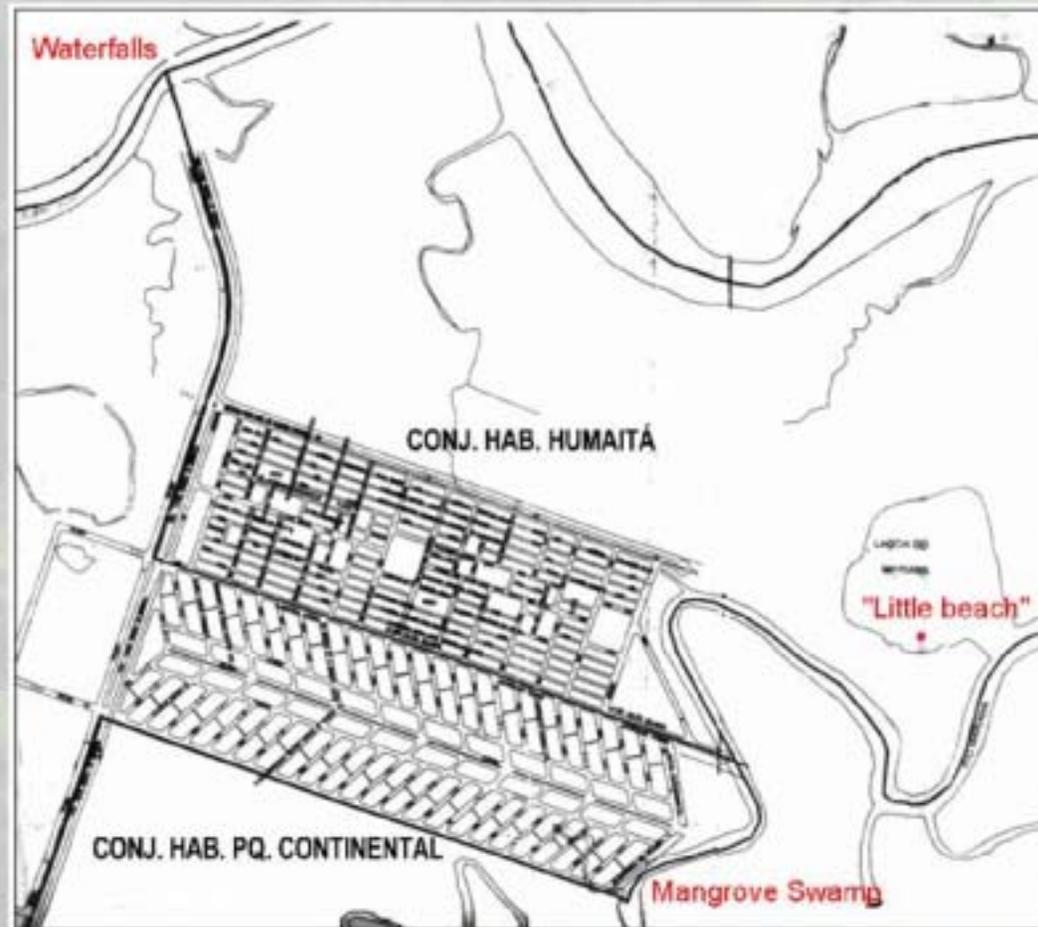
The case study example in São Vicente region.

School Ayrton Senna da Silva Project:

“Oikos and the Interference of Man”

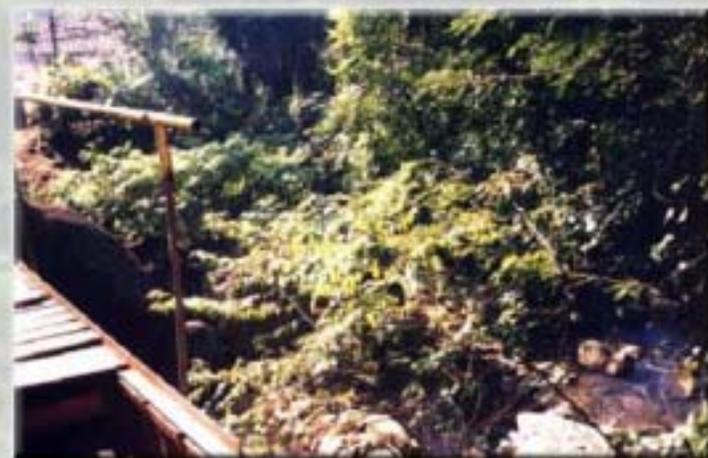


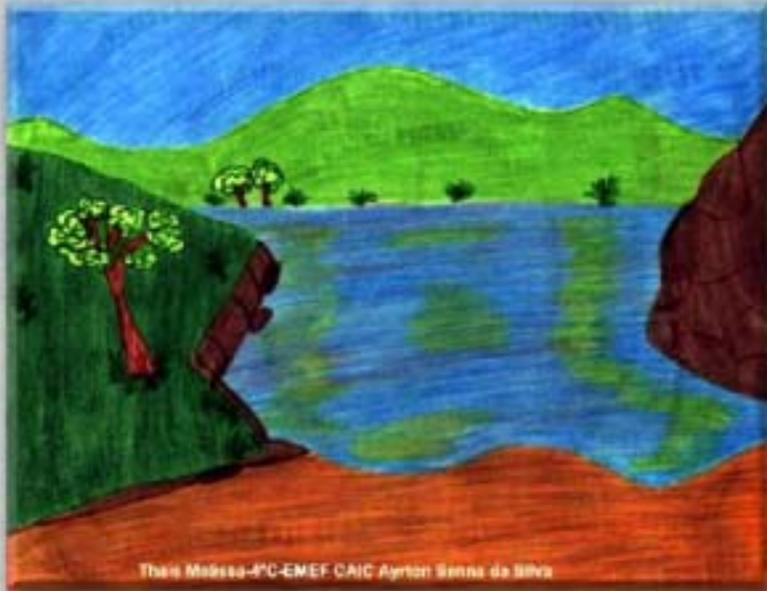
The teachers and students from São Vicente-SP have developed a study on the Humaitá Neighborhood, where their school is located. It details the area’s prospects for the development of sustainable tourism.





The teachers and students from São Vicente-SP have researched the environmental problems and the tourism potential of Humaitá in several distinct locations, emphasizing *Prainha* (“little beach”), the *Manguezal* (the Mangrove Swamp) and three waterfalls, named 1, 2 and 3.





A poem about the 'little beach

The little beach is a place where people go to fish and swim.

And that is why we need to cherish it and keep it clean.

Littering is not our thing and so our recreational opportunities are endless.



Claudia Cristina Alves

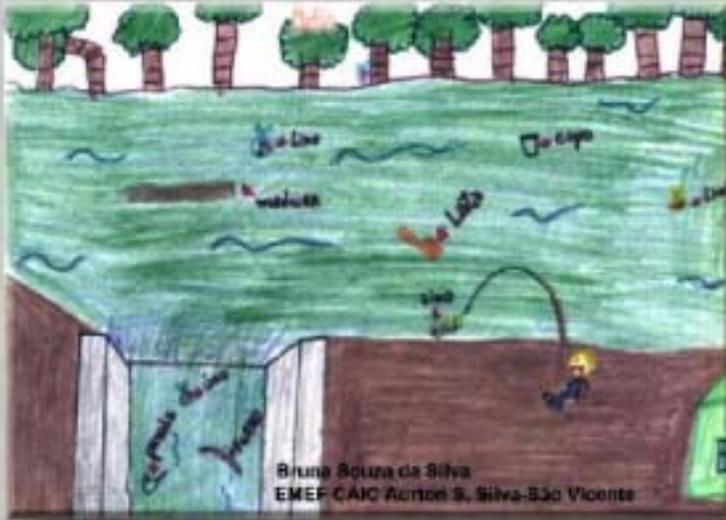
School Ayrton Senna da Silva – São Vicente – SP



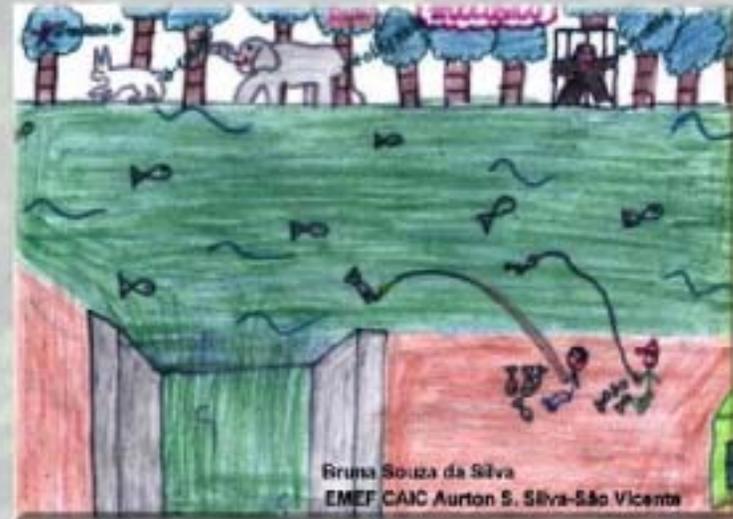
Based on the understanding that it is possible to establish areas for tourism in the neighborhood, thus combining leisure with the community's economic activities, the students have put together proposals for improvements that would simultaneously benefit tourists and the local population.

Examples of student's suggestions:

Before



After



Wooden boardwalks, piers and fishing platforms, a “natural zoo” and special areas for bird - and animal - watching, marked trails and areas reserved for picnics are some of the solutions encountered by the students from Humaitá which would both directly and indirectly benefit the local population, as well as attract tourists to the area.

Contemplation

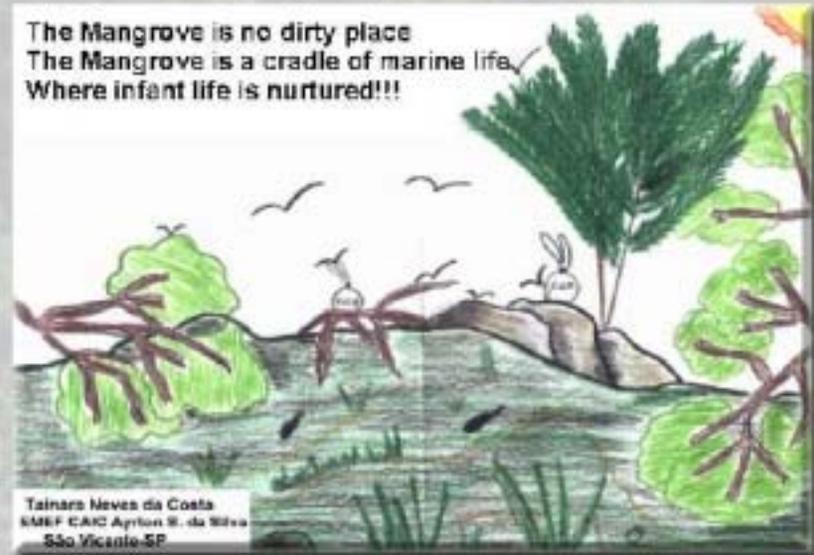
Mangrove, you are so rich yet appear so poor. [...]

You are so special that even your trees are different: they are united by friendship, and their roots hold hands so as to remain solidly in place. Their union benefits those who would destroy you.

Ah! If I had magic powers you wouldn't be so polluted, mistreated, bothered, you wouldn't suffocate. [...]

But your beauty is larger than all that, your fish and crustaceans are richer than anything I have ever come upon.

Raphael - School Ayrton S. Silva – São Vicente-SP





On the local waterfalls and forest

"[...] We also have three beautiful waterfalls that, during the summer attracts many families.

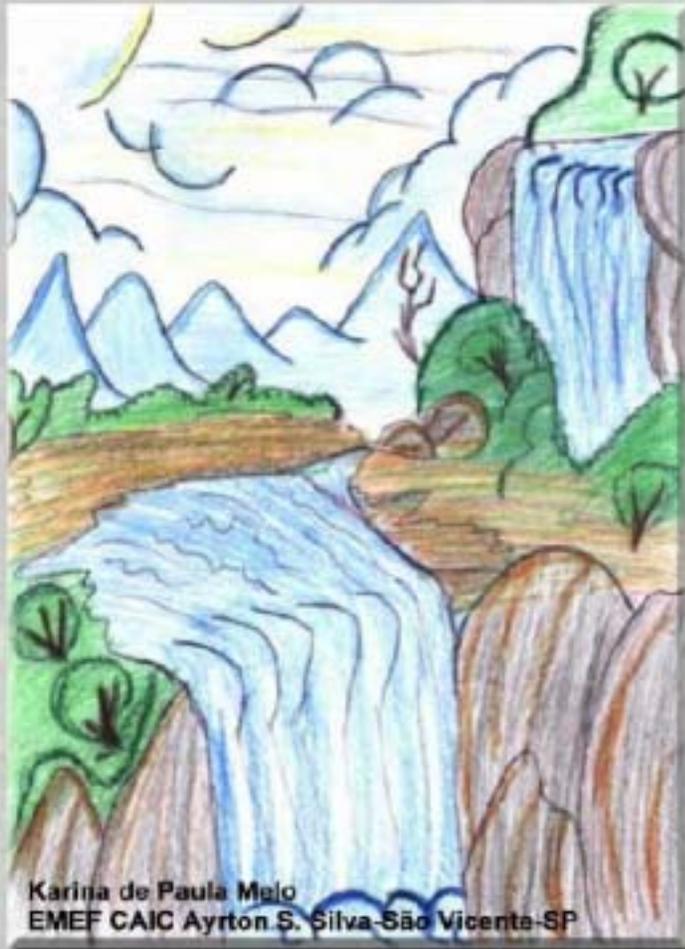
We also have the forest which borders on the neighborhood and is a source of livelihood for a lot of poor families. There we find guavas, bananas and so on. [...]"



Silvania Oliveira dos Santos

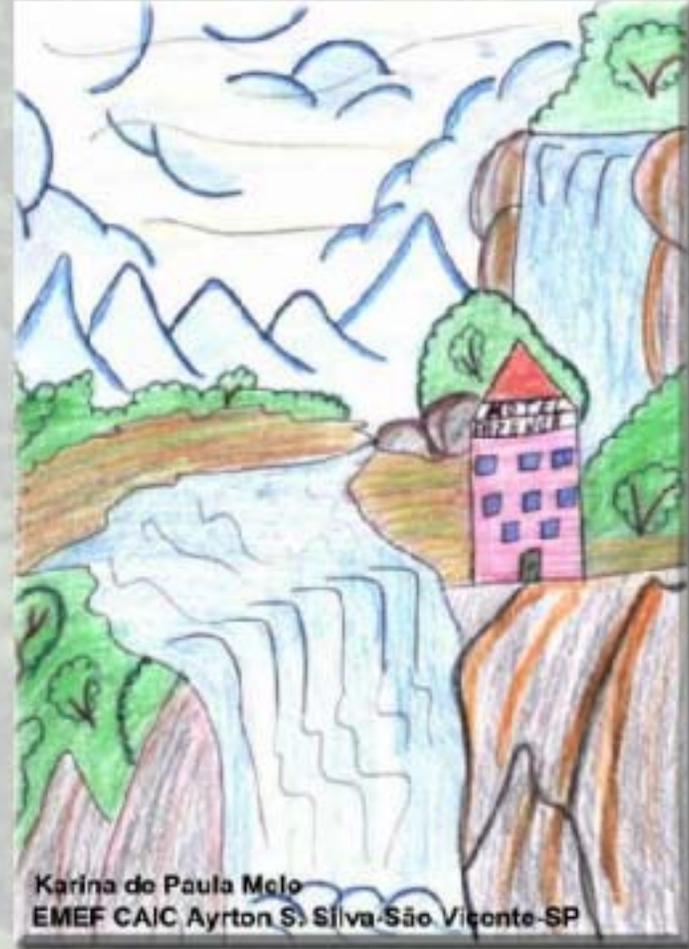
School Ayrton Senna da Silva – São Vicente – SP

Before



Karina de Paula Melo
EMEF CAIC Ayrton S. Silva-São Vicente-SP

After



Karina de Paula Melo
EMEF CAIC Ayrton S. Silva-São Vicente-SP

In the waterfall region of Humaitá, a Farm Hotel could be established, which would create jobs for the local population.

Before



After



The construction of boardwalks and food stalls near the Humaitá waterfalls would attract more tourists and generate more jobs.

Before



After



Sustainable tourism for the Mangrove in Humaitá requires the creation of an Ecological Park, whose access would be regulated, and the establishment of a fishing area, which would be separate from, and not interfere with, the local population's subsistence fishing requirements.

The case study example in São Francisco Xavier region



School Maria de Melo Project:

“Evaluation of Environmental Reception of Local People and Tourists in São Francisco Xavier”

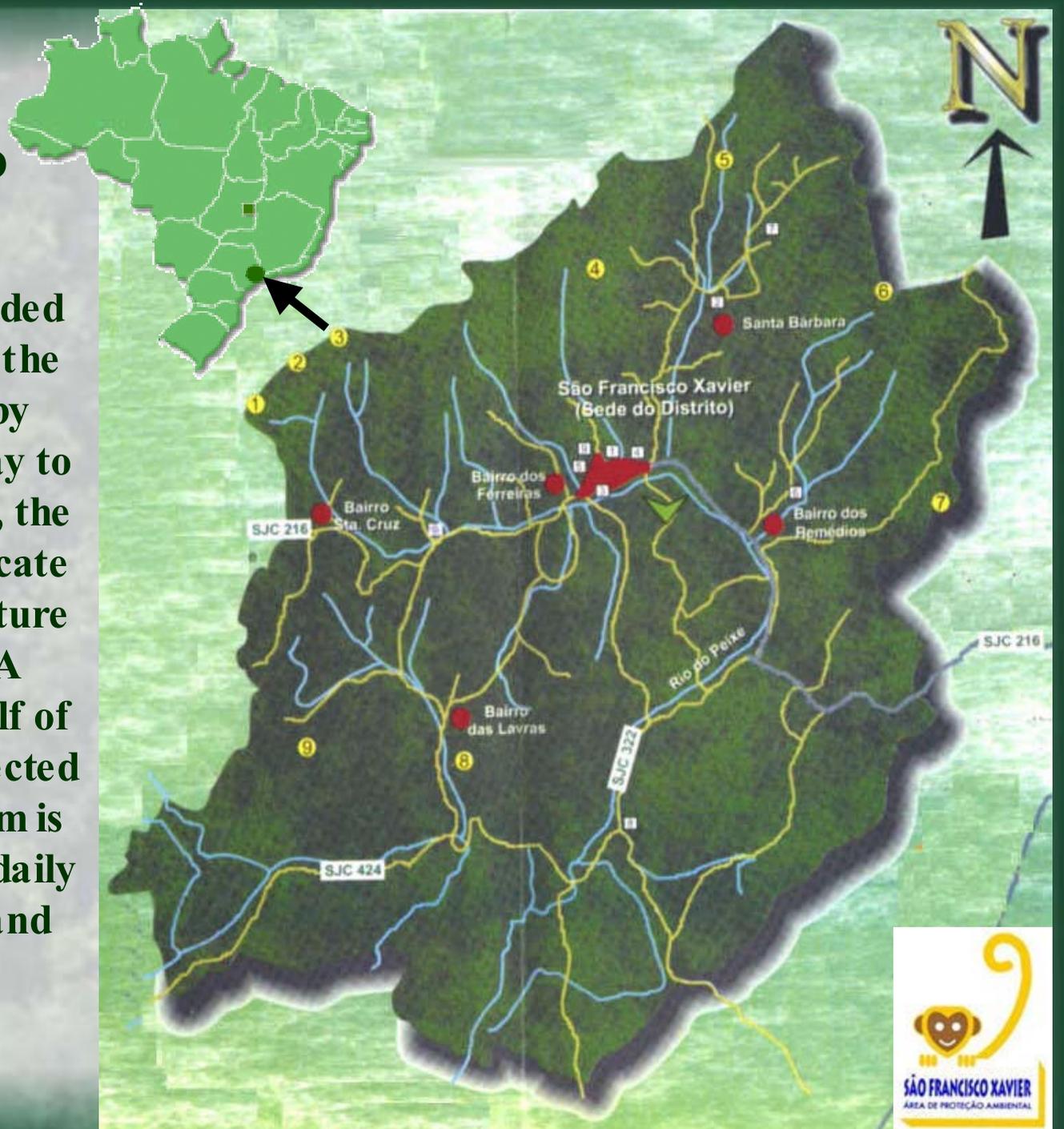


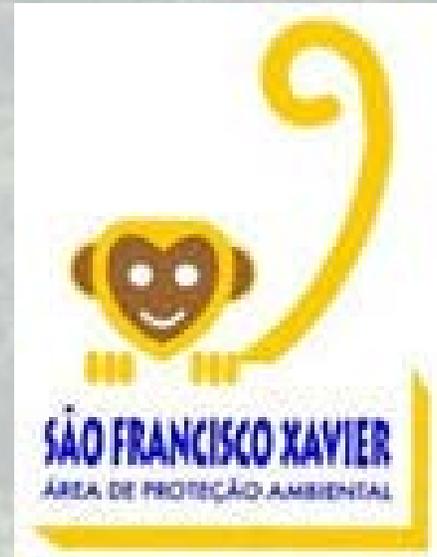
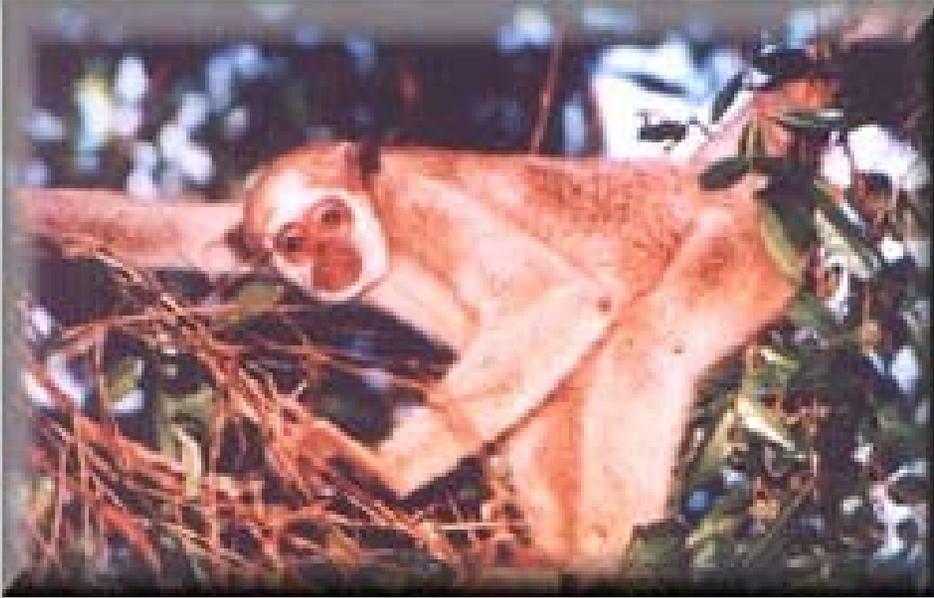
The students from São José dos Campos have dedicated themselves to a study on the resources for tourism and the participation of the local community in the district of São Francisco Xavier, located

on the Mantiqueira Range. This is an area of 322 square kilometers of surviving Atlantic Rainforest, and it has a tropical mountain climate and average altitude of 1500 meters above sea level.

São Francisco Xavier

This village was founded in 1892, a time when the region was visited by muleteers on their way to the hinterland. Later, the locals started to dedicate themselves to agriculture and stock raising. A district nowadays, half of the total area is protected and ecological tourism is already a part of the daily life of its four thousand inhabitants.





Because this region is relatively isolated and difficult to access, the surviving Atlantic Rainforest has become a refuge for various endangered species of animals. One of these is the *Muriqui*, a type of monkey that has been chosen as the mascot of São Francisco Xavier. This icon embodies the natural wealth of the mountains that surround the district and its need for protection.



São Francisco Xavier has several trails through the Atlantic Rainforest that pass by crystalline waterfalls and lead to different peaks and ridges from which one can behold fantastic views of the region.



Several local people runs small hotels which provide option for rural tourism and sporting activities for all ages.



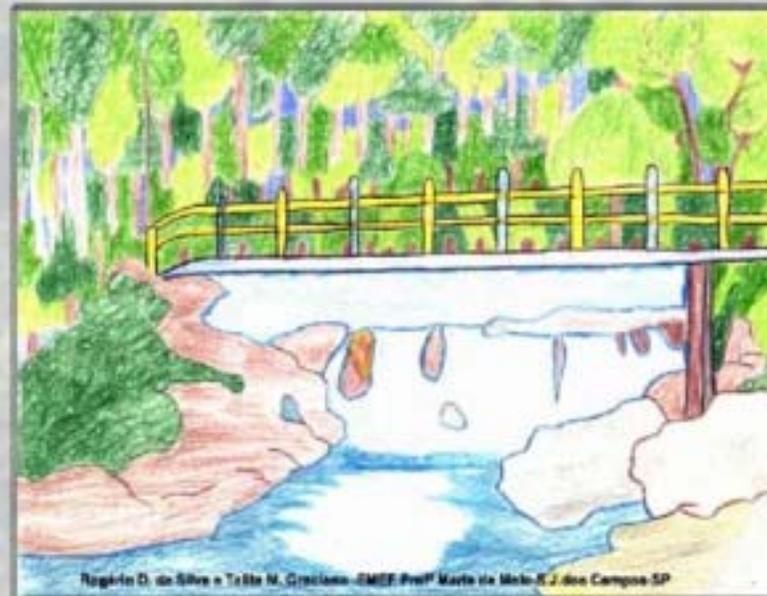
Over the last 28 years, Mr. Antônio has been the owner of *Pousado do Rochedo*, one the oldest inns in town.

The geographical features of the Atlantic Rainforest in the São Francisco Xavier region give it great potential for ecological and adventure tourism.



ACQUA RIDE

This is practiced mostly in the summer (december/february) when seasonal rain increases the volume of rivers. São Francisco Xavier has rivers that are perfect for this sport. The basic equipment consists of a float, a helmet, lifejacket, flippers and knee and shin protectors.



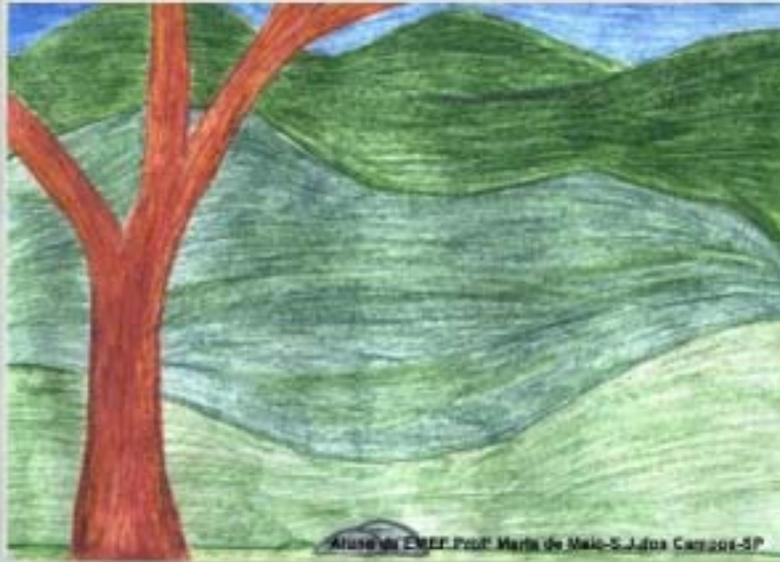
TREE CLIMBING



In this activity, already practiced in São Francisco Xavier on privately owned properties, participants move around from tree to tree on rope structures and steel cables fixed 10 to 30 meters above ground. This activity provides excellent opportunities for up-close observation of tree crowns and bird life.



THE UHF HILL



There is a short trail that can be done on foot, bicycle or horseback to the top of the hill where a UHF transmission tower is located. From here there is an excellent view of the region's mountainous geography.



THE BIG ROUND ROCK

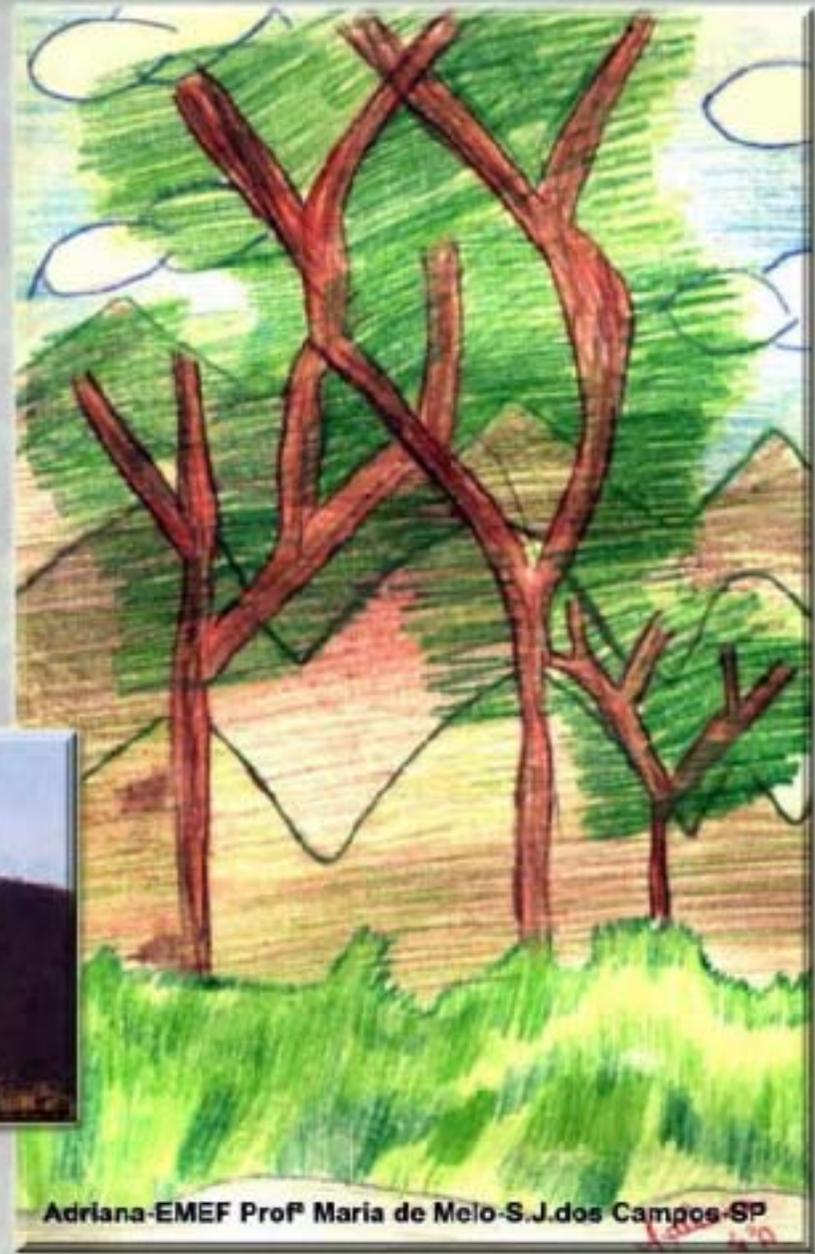
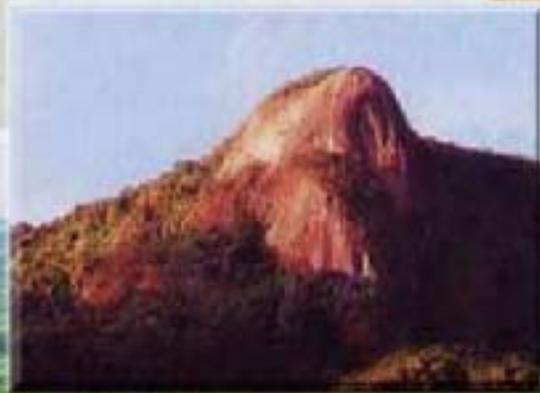


The walk up to the “Big Round Rock” is a trail located within the Canelar farm. The owners charge a small maintenance fee to those who wish to do this trail. Fantastic views of the forest can be found on the way up, and from the top, an elevation of 1890 meters above sea level, where the city of São José dos Campos can be seen.



THE TAPIR'S JAW

The highest point of this attraction is situated at 1712 meters. The trail is about 10 km long and is located on privately owned property. On the way, many varieties of trees, mushrooms, bromeliads and orchids can be seen. And from the top, there is a fantastic view of the region's landscape.



Final Remarks: Students proposal to Sustainable Tourism and future perspectives



- ✓ answers to the questions initially addressed:

A) Is it possible to develop sustainable tourism in the Atlantic Rainforest System, in such a way as to combine both the tourist activities and the preservation of natural areas?

Yes! But there are limits and conditions

Although the areas of Atlantic Rainforest System studied so far have distinct characteristics, they are all similarly protected by the National System of Protected Areas which makes it possible to carry out planning for the use of these areas for tourism, as long as local communities and organizations are mobilized to participate in the identification of, and spreading awareness about, the limits of the exploitation of these attractions.

The Atlantic Rainforest System is a very good region for adventure tourism and sports, such as mountain biking, trekking, paragliding and hang-gliding. As far as ecotourism is concerned, the possibilities include bird-watching and environmental studies as well as rural tourism in privately-owned areas that offer accommodation and meals in a 'country living' atmosphere.



Sustainable Tourism in the Atlantic Rainforest:

All students agreed that it is vital to involve local people and to protect natural resources, aiming at its conservation for the future.



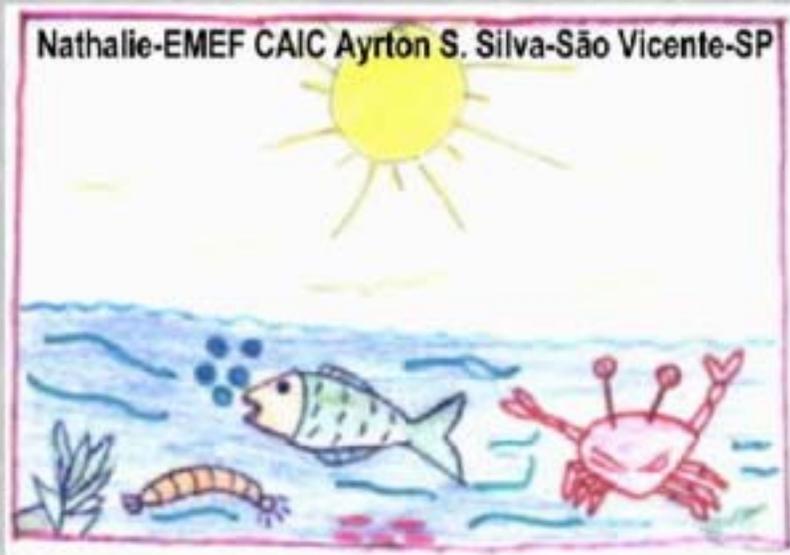
There is a need to do more research on all issues related to sustainability of natural, social and economic resources. For instance, to investigate climatic changes related to devastation of rainforests and relevance of species preservation considering its vast biodiversity.

B) Can sustainable tourism be a means of social inclusion for the communities, aiming at local social and economic development?

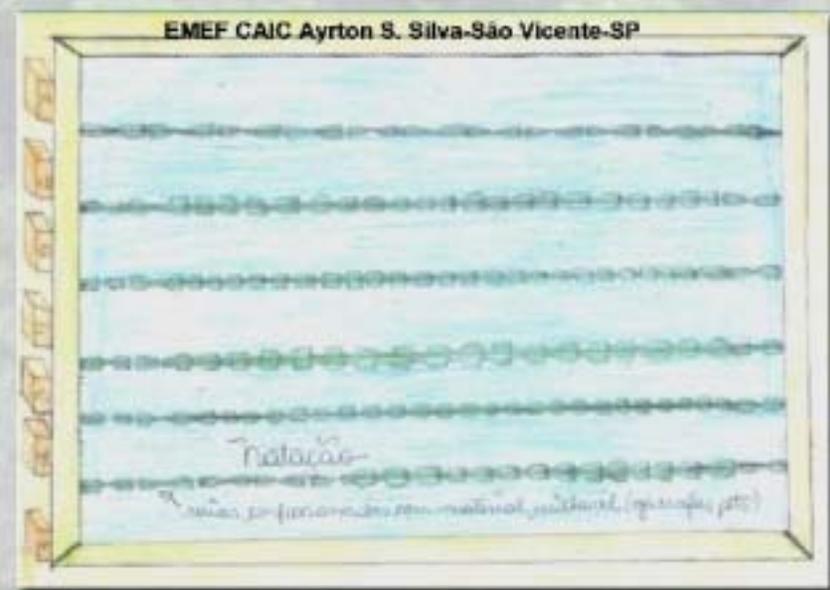
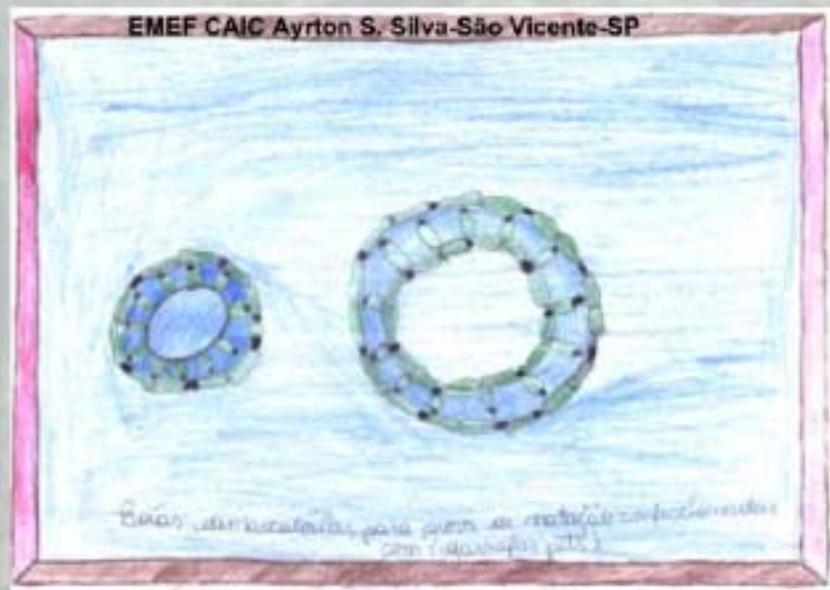
Sustainable Tourism can be an option for social inclusion when the interests of communities are known and respected. As long as this happens, the inhabitants of these communities will have access to opportunities for professional training and thus work prospects; in this way, they will be able to be part of the tourism development in their areas.

Tourism can bring opportunities to improving the community quality of life

The local population's desire for more leisure options has helped students to realize the other value with Atlantic Rainforest has for the local community. This is a subsistence value and is obvious in many forms, such as fishing and the gathering of crabs, mussels and shrimp for consumption and sale, as well as areas designated for planting and animal breeding.

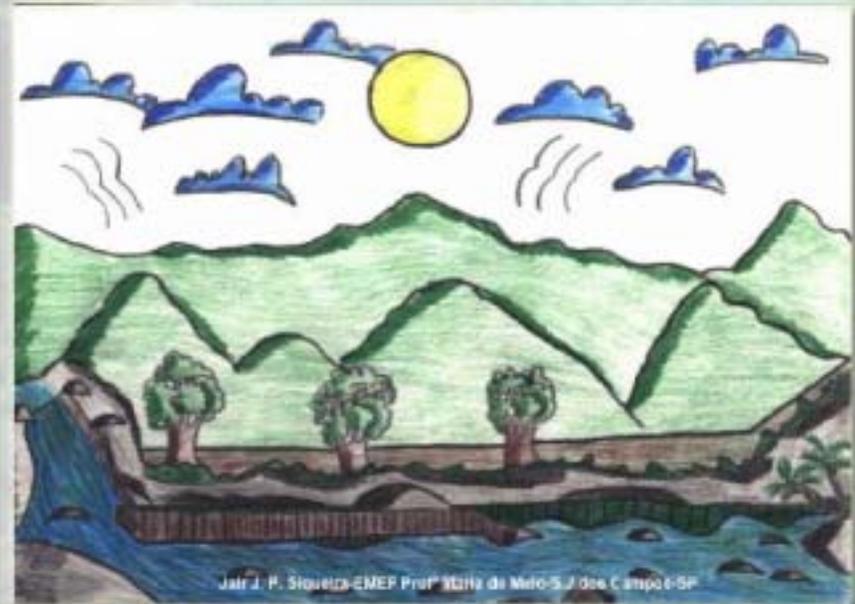
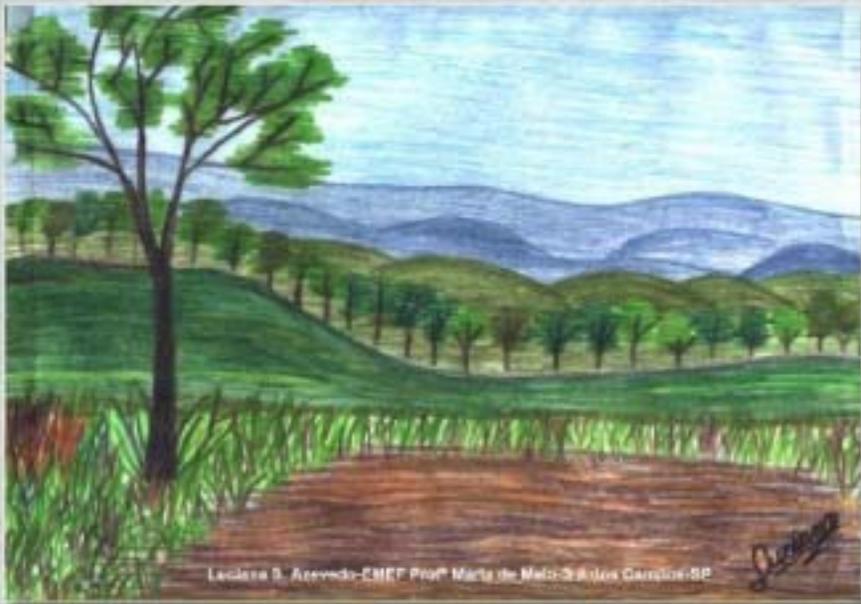


Due to the natural characteristics of the local Atlantic Rainforest, the “Ecological Biathlon Project” was conceived. This project endeavors to exploit the regional potential for hiking and will in turn acquaint public school students with leisure activities such as swimming and walking. Swimming lanes complete with buoys and other lane markers will be constructed using plastic soft drink bottles and other recyclable material.



Marker buoys and swimming lanes made from plastic soft drink bottles and recyclable material.

Most of the activities and attractions in São Francisco Xavier, such as trails, rivers and waterfalls, are located on private property which reinforces the local populations' role in tourism planning, monitoring and spreading awareness about the use of the region's resources. This also involves defining and managing the number of visitors allowed to the most popular places, which will permit the local population to look after what they have and thus continue to benefit both culturally and economically from tourism.



Tourism can enhance the appreciation of local art, culture and history, both by visitors and community



The handcrafts in São Francisco Xavier mainly involve woodwork and the production of special violas called “luteria”.





The students from São Vicente have also discovered areas of the Mangrove where certain groups from the community obtain clay for the production of handcrafts.



Masks produced with clay by the students.

C) How can local communities and traditional populations be involved in the tourism process and thus receive benefits from this activity?

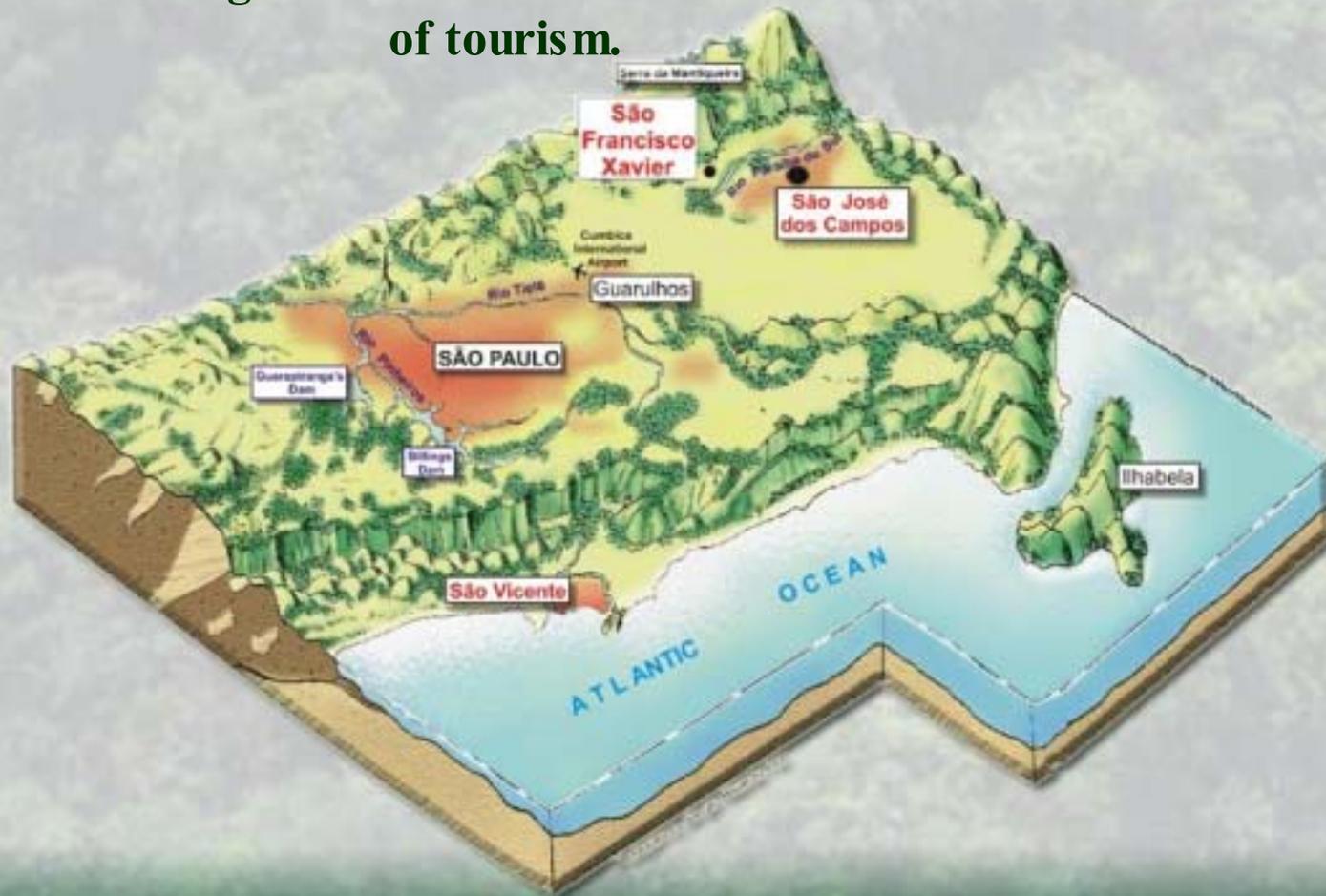


The interest in sustainable tourism develops along with the increase in awareness of its principles together with efforts to minimize its negative impacts (environmental, social, cultural and economic), and involves specialized organizations and educational institutions.

Students and teachers from both areas
- *São Vicente* and *São Francisco Xavier* -
understood the relevance of integrating
the community in all process of the
tourist activities.



A survey carried out by students of São José dos Campos among local people showed that 92% are in favor of tourist activity and indicated the conservation of natural resources and creation of jobs as the most positive outcomes. However, they are aware that if there is no monitoring, destruction of rainforest and degradation of nature could well be downside of tourism.



Some inhabitants of São Francisco Xavier already work as guides and monitors for tourist activities. Also, they are active in protecting the environment, as the students have observed during their studies.



...cleaning up a waterfall...



...replanting trees in a logged area...

The community of São Francisco Xavier still preserves the living tradition of the *Catira* and the *Moçambique*



***Moçambique*: this is a recreational dance popular mostly in the southeast region of Brazil. It involves special steps, characters, narratives and costumes**

São Francisco Xavier

São Francisco of exuberant beauty

Amazing forests and rivers

Its beauty captivates us

With its crystalline waterfalls.

São Francisco has been growing,

With money earned from tourism

The town has been developing

Those who come this way will get

to know some of its history.

Many tourists come here

Sometimes, even some artists

Many animals live here

*But above all, this is home to the
Muriqui*

The town has become famous

Because its beauty is contagious

He who gets to know it

Will never forget it.

Poem by Alex, Alyson e Rafael da 8th grade students from School Maria de Melo
São José dos Campos-SP

Water color by Lígia N. Theodoro-EMEF Profª Mª de Melo-S.José dos Campos-SP

Thank you !



Any questions or comments?



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See you in Brazil!

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Sacha Quadrelli

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who have participated with poems and
drawings:**



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Pâmela Marins Gonsales

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Raphael

Débora V. dos Santos

Rayanne Risielle

Jacqueline E. Barbosa da Silva

Silvania Oliveira dos Santos

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Marcos Paulo

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Marcos Roberto

Thiago

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Luciana S. Azevedo

Rafael

Rogério D. da Silva

Talita M. Graciano



MUSIC

S.O.S. Atlântica

Jacqueline Guidon/Felipe P. de Nóbrega

Interpretação: crianças do projeto Cantos da Mata Atlântica de Dércio e Doroty Marques

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Campos City Hall and Aida Maria Cachoni Mamed Godói
(Coordinator)**

USP - University of São Paulo

BRAZIL