The background is a collage of various images. On the left, there is a large, dark silhouette of a palm tree against a light sky. The central part of the image shows a bright sunset or sunrise over a body of water, with the sun low on the horizon and its light reflecting on the clouds. On the right side, there are several smaller, framed images: a landscape with mountains and a body of water, a close-up of a red flower, a silhouette of a tree against a sunset, and a wooden chair in a field.

2004 Aldo Papone Conference Brazil Case Study

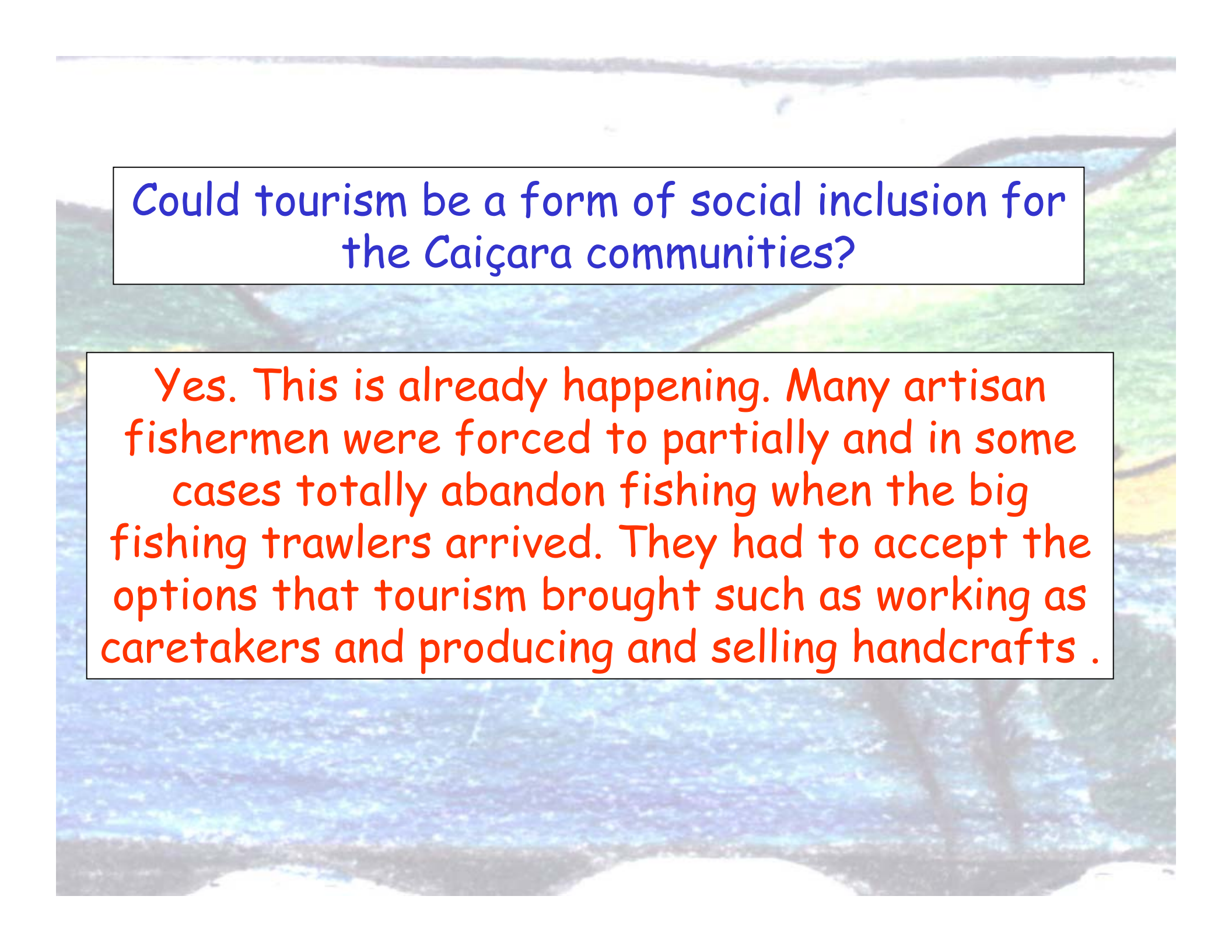
An aerial photograph of a coastal landscape. The foreground is dominated by a large body of blue water, possibly a bay or a large pond. To the right, there are green fields, and further back, there are yellow fields. The background shows a coastline with some buildings and a road. The text is overlaid on the water and fields.

**Answers to the
Questions
Initially Addressed:**



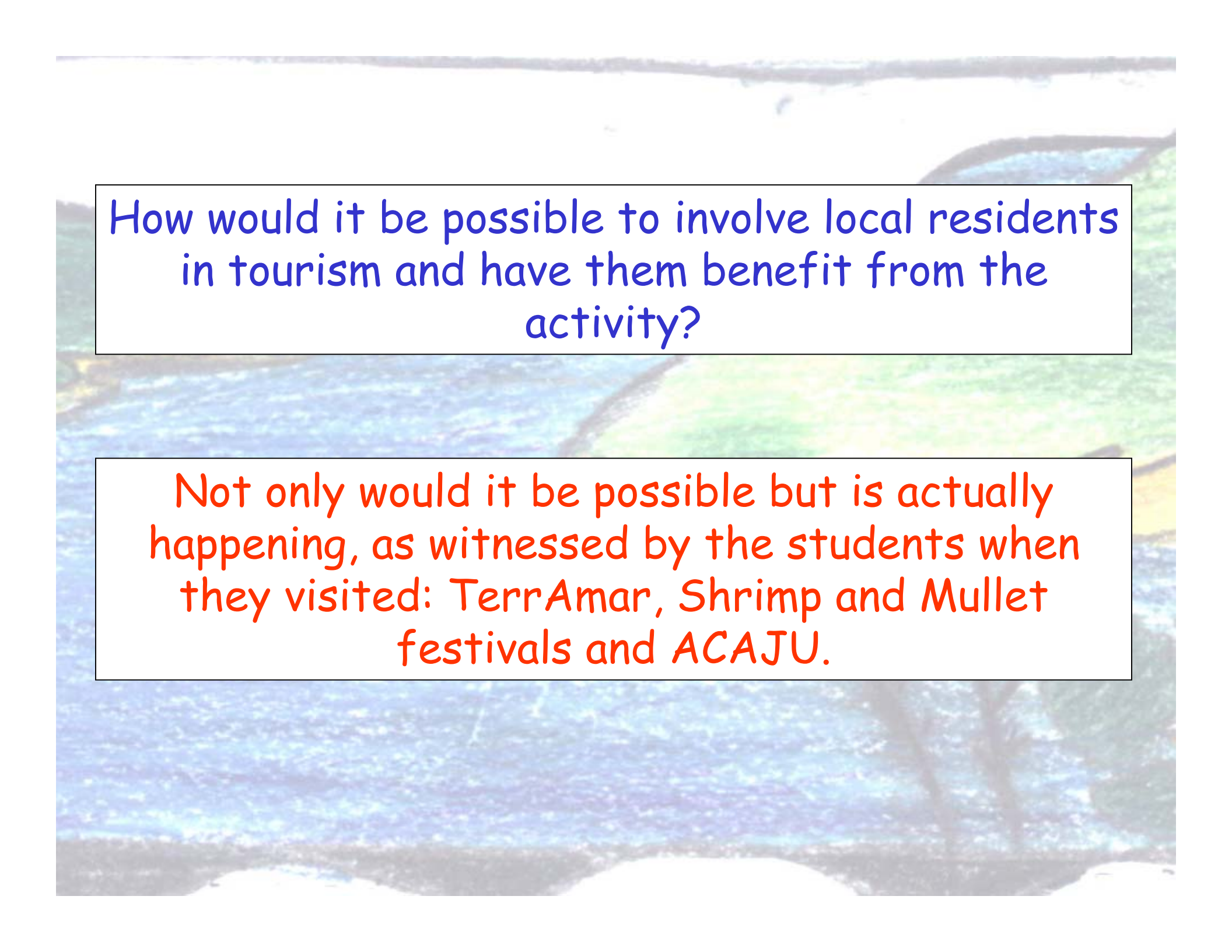
Is it possible to develop Community Tourism in Caraguatatuba in such a way as to consolidate tourist activity with preservation of the environment and direct involvement of the local community?

Yes. The students were able to see this when they took part in ACAJU actions. ACAJU is an organization set up by caiçaras who are concerned about the preservation of the environment and also in favor of tourism.



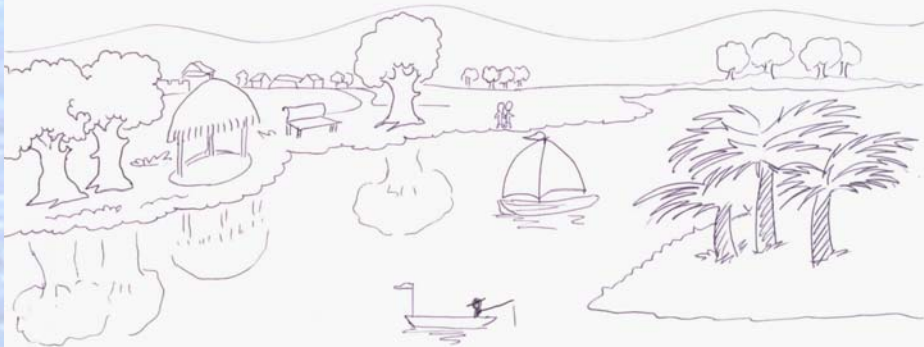
Could tourism be a form of social inclusion for the Caiçara communities?

Yes. This is already happening. Many artisan fishermen were forced to partially and in some cases totally abandon fishing when the big fishing trawlers arrived. They had to accept the options that tourism brought such as working as caretakers and producing and selling handcrafts .

An aerial photograph of a coastal area. In the foreground, there is a large body of blue water. A road or path runs through a green field in the middle ground. The background shows a distant shoreline with some buildings and trees under a clear sky.

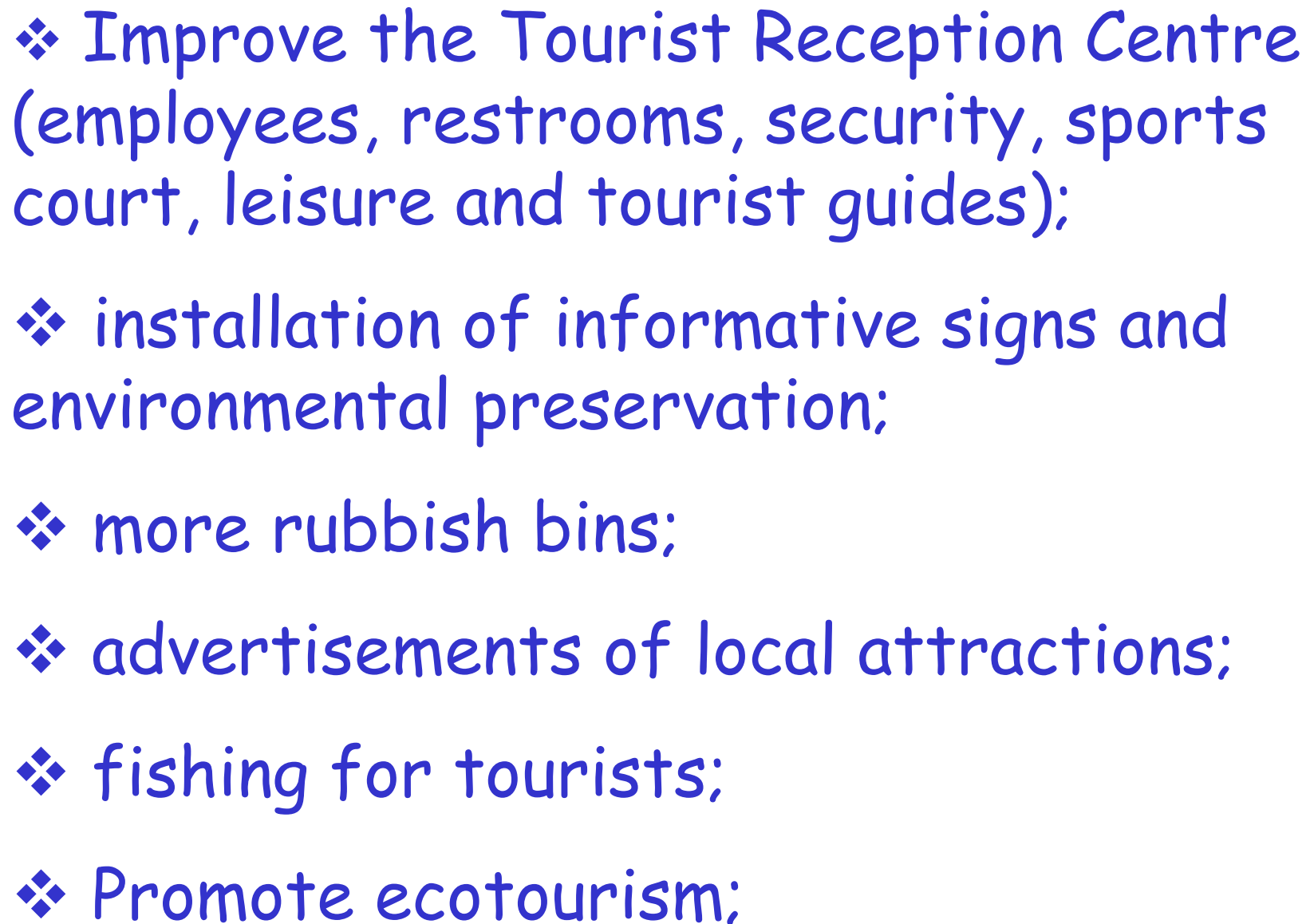
How would it be possible to involve local residents in tourism and have them benefit from the activity?

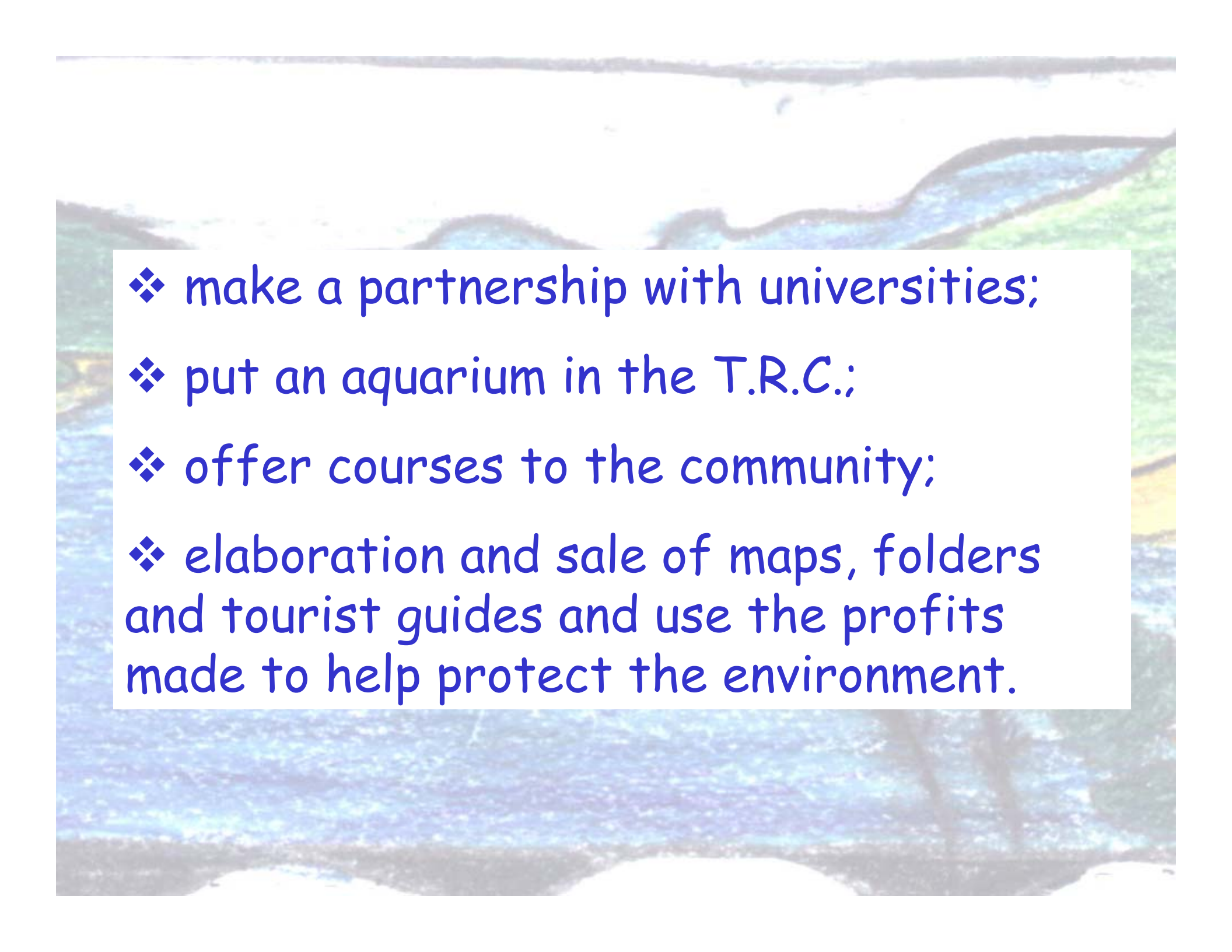
Not only would it be possible but is actually happening, as witnessed by the students when they visited: TerrAmar, Shrimp and Mullet festivals and ACAJU.



Marcela, Débora, Shirley, Franciane, Gabriela, Camila, Letícia e Jéssica da EMEF Benedita Pinto Ferreira

Introduce a law to control building along the river banks and eliminate pollution would help make the river a tourist attraction.

- 
- The background of the slide is a photograph of a beach. In the foreground, there are white sand dunes. In the middle ground, there are waves breaking on the shore. In the background, there is a building with a yellow roof and green trees. The text is overlaid on a white rectangular area in the center of the image.
- ❖ Improve the Tourist Reception Centre (employees, restrooms, security, sports court, leisure and tourist guides);
 - ❖ installation of informative signs and environmental preservation;
 - ❖ more rubbish bins;
 - ❖ advertisements of local attractions;
 - ❖ fishing for tourists;
 - ❖ Promote ecotourism;

- 
- ❖ make a partnership with universities;
 - ❖ put an aquarium in the T.R.C.;
 - ❖ offer courses to the community;
 - ❖ elaboration and sale of maps, folders and tourist guides and use the profits made to help protect the environment.

Now get the sheet of paper and read the words of our the music



Students Creating Music



One of the activities developed in classroom was the creation of tourism packages to show the beauties and the potential of Caraguatatuba.



CARAGUATATUBA

O lugar é aqui !

Beleza natural em harmonia com modernas estruturas.

**Lazer
Aventura
Entretenimento
Cultura**



Aline, Ed. Carlos, Anderson, Tamires, Suzana, Rodrigo, Marcos Vinícius

Thoughts on the importance of tourism:

Studying tourism is a great way to learn how to appreciate our culture and build our future!

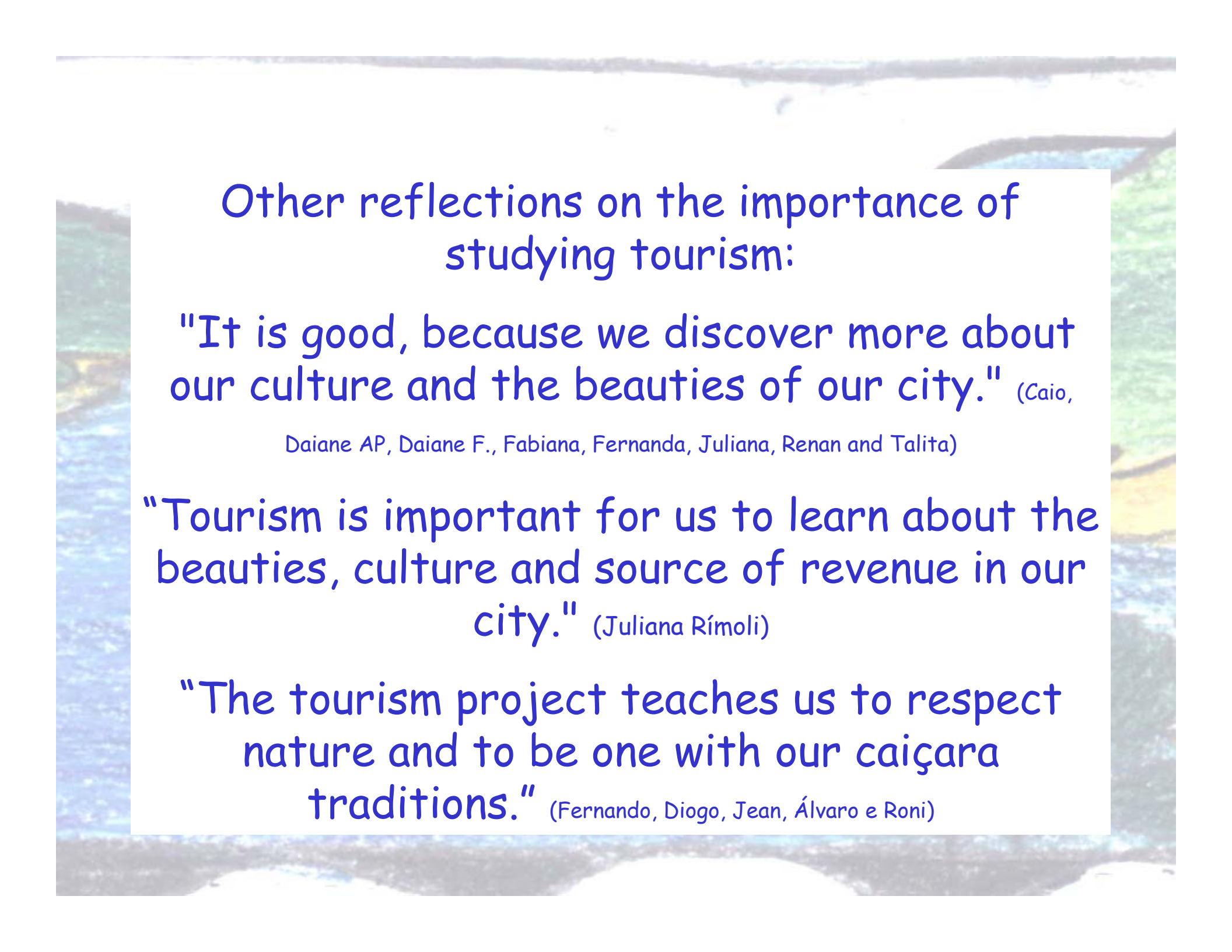
And at the same time we can take advantage of the beauties of Caraguá.

Estudar **TURISM**O é **muito** bom, Com **ISSO**
a p**re**ndemos a **valorizar** nossa **cultura** E
também a **estruturar** No**ss**o **FUTURO**!!!
melhor Ainda **é** a **proveitar** as **belezas** de
Caraguá!!!



The collage consists of three distinct images. The top-left image shows a vibrant orange and red starfish resting on a sandy beach. The bottom-left image depicts a hand drawing a path or drawing on a sandy surface. The larger image on the right shows a man in a light blue shirt and dark shorts carrying two young children on his shoulders. They are standing in a grassy field with a large tree and a treehouse in the background under a blue sky with some clouds.

Ana Paula, Kiss, Ma kelly, Débora, Vanessa, Nayara. Maria Thereza de Souza Castro School



Other reflections on the importance of
studying tourism:

"It is good, because we discover more about
our culture and the beauties of our city." (Caio,

Daiane AP, Daiane F., Fabiana, Fernanda, Juliana, Renan and Talita)

"Tourism is important for us to learn about the
beauties, culture and source of revenue in our
city." (Juliana Rímoli)

"The tourism project teaches us to respect
nature and to be one with our caiçara
traditions." (Fernando, Diogo, Jean, Álvaro e Roni)




The students revealed the beauties of Caraguatatuba through the production of postcards and drawings.



The students made a glossary with several notes on tourism

ATRATIVOS TURÍSTICOS



São elementos que atraem os turistas a visitarem as cidades. Esses atrativos podem ser naturais (praias, matas, etc...), ou artificiais (museus, cinemas, etc...).

EDUARDO D. CALTANO - 8^ª B - EMEF PROF^ª ANTÔNIA A. AROUCA

O relógio é um dos "atrativos turísticos", nele está desenhado Caraguá como era antigamente. Hoje em dia o relógio é pouco notado pelos turistas por causa da vegetação e dos muros tristes.

DESENHO → JULIANA RÍMOLI LEZCANO - 8^ª B - EMEF PROF^ª ANTÔNIA A. AROUCA
TEXTO → NAJARA - 8^ª B - EMEF PROF^ª ANTÔNIA A. AROUCA

There are elements that attract tourists to cities. These attractions can be natural (beaches, bushes, etc...), or artificial (museums, cinemas).

The sun dial is one of attractions. Its face shows a drawing of Caraguá as it was in the old days. Nowadays tourists take no notice of it because it has been smothered with weeds and briars and no one takes care of it.

TURISMO COM BASE COMUNITÁRIA

É desenvolver o turismo em uma
comunidade, de forma que a própria
comunidade se beneficie dele, sem impac-
tos negativos.

ANTES



DEPOIS



AMANDA MARIA APARECIDA - 8.^ªA - EMEF PROF.^ª ANTÔNIA A. PROÇA

"We should develop tourism in a way that the local community can take advantage of its benefits, without negative impacts."

A stylized landscape painting. The foreground is dominated by a large, textured blue area representing water. To the right, there are rolling green hills. The background shows a white sky and a dark horizon line. The overall style is reminiscent of a watercolor or pastel painting.

Plan of Action

As result of the field work and classroom activities, the students elaborated proposals for the introduction of Community Tourism:



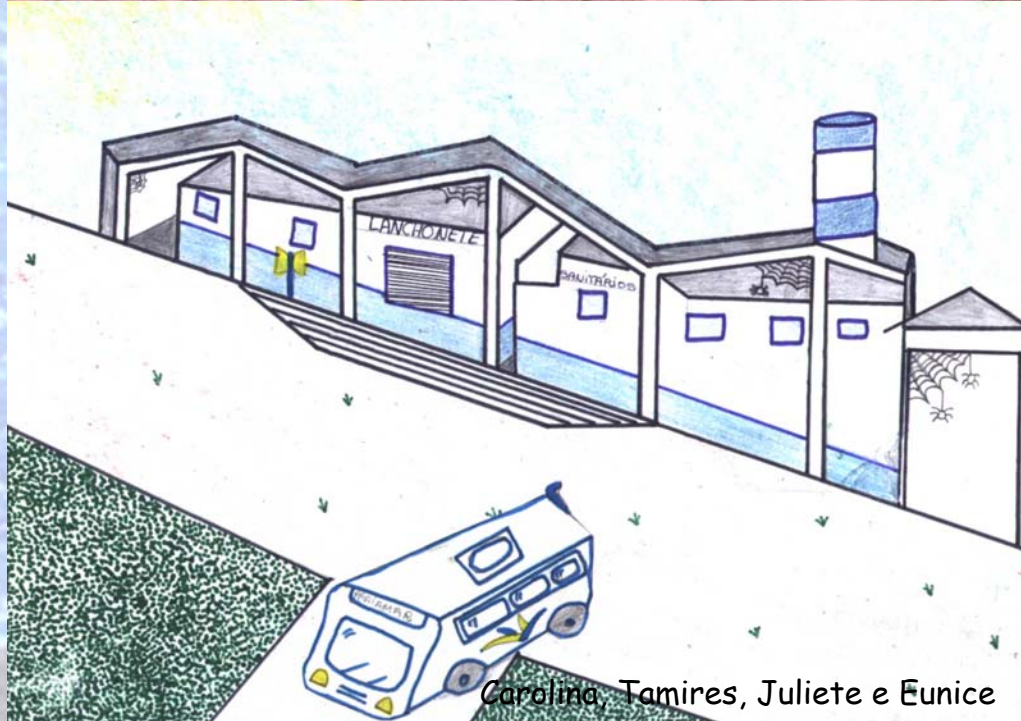


During the studies the students discovered that the local community has a rich historical and architectural site with immense tourism potential.



The building and renovation of boats: an attraction for the students which could also be an attraction for tourists.





Carolina, Tamires, Juliete e Eunice

During the visit to the Tourist Reception Centre (TRC), the students identified different problems and came up with ideas on how to improve the facilities there.



The cultivation of mussels was one of the alternatives discovered by the fishermen at Cocanha beach in the Massaguaçu neighborhood, which helps increase their income and tourism.

As well as the mussel, the shrimp and mullet are the reason for the traditional parties and gastronomical events in Caraguatatuba. Another way for the local community to get involved with tourism.



The background of the slide is a watercolor-style illustration of a landscape. It features a large blue body of water in the foreground, a yellow field in the middle ground, and green hills in the background. The style is soft and painterly, with visible brushstrokes and a gentle color palette.

After the observation work and research with the local community, the students developed a lot of activities related to tourism and Community Tourism in the school.

The background is a vibrant, abstract landscape painting. It features rolling hills and fields in shades of blue, green, and yellow, set against a bright white sky. The style is reminiscent of a watercolor or pastel painting, with soft, blended colors and visible brushstrokes. The overall mood is bright and cheerful.

Student actions

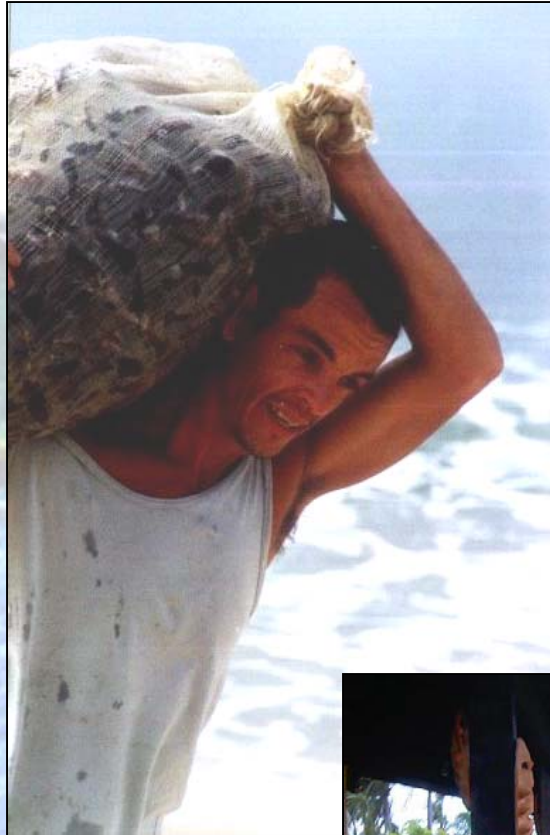
Interviews:

210 students from different areas interviewed residents in Caraguatatuba regarding these items:

- a) Attitudes to tourism
- b) How tourism can help the community
- c) How tourist facilities can be improved
- d) How local community can participate in the development of tourism

"I am in favor. Because we reap the benefits."

Sandro, 31 - fisherman



The students got involved, mainly, with the local community of the Porto Novo neighborhood, through interviews and actions directed toward the development of tourism.





The students visited TerrAmar, where ceramic is produced by the local inhabitants. It is the art and the culture of the community...

A visit to the Fish Market where fish is stored and also sold directly to the public.



Environmental Characteristics of Porto Novo

- Juqueriquerê River flows into the ocean at Porto Novo
- Mangrove swamps within Porto Novo.
- Contain a rich variety of flora and fauna.
- Swamps back on to Atlantic Rainforest, one of the world's most important ecosystems

Current State of Environment

- Juqueriquerê River is practically lifeless.
- Considerable pollution.
- Region's beauty is not appreciated by younger caiçaras.
- Few tourists visit the area



Project Participants

- Secretariat of Education provides overall planning for project, and provides support during project.
- Local teacher, with 7 student groups of teenagers in 3 local schools (210 students), implements the project.
- NGO ACAJU (Juqueriquerê Caiçara Association)

Juqueriquerê Caiçara Association ACAJU

- Established in 2000 by the inhabitants of the Porto Novo neighborhood.
- Divulge caiçara culture.
- Organize Caiçara festivals and courses.
- Organize people to clean the river, mangrove swamps and the beaches.



Aims and Objectives

- Take pro-active attitude regarding environmental awareness in community.
- Develop tourist potential in region
- To develop a kind of tourism which takes account of local culture, environment and leisure facilities.
- To understand the relevance of tourism to community.

An aerial view of part of Caraguatatuba and Juqueriquerê River





The imposing Serra do Mar mountain range with the exuberant Atlantic Rainforest.

- Mangrove Swamps Juqueriquerê



- The coastline

Case Study Location

Porto Novo neighborhood is located 9 km from the centre of Caraguatatuba, its history reveals a long relationship with the Juqueriquerê River.





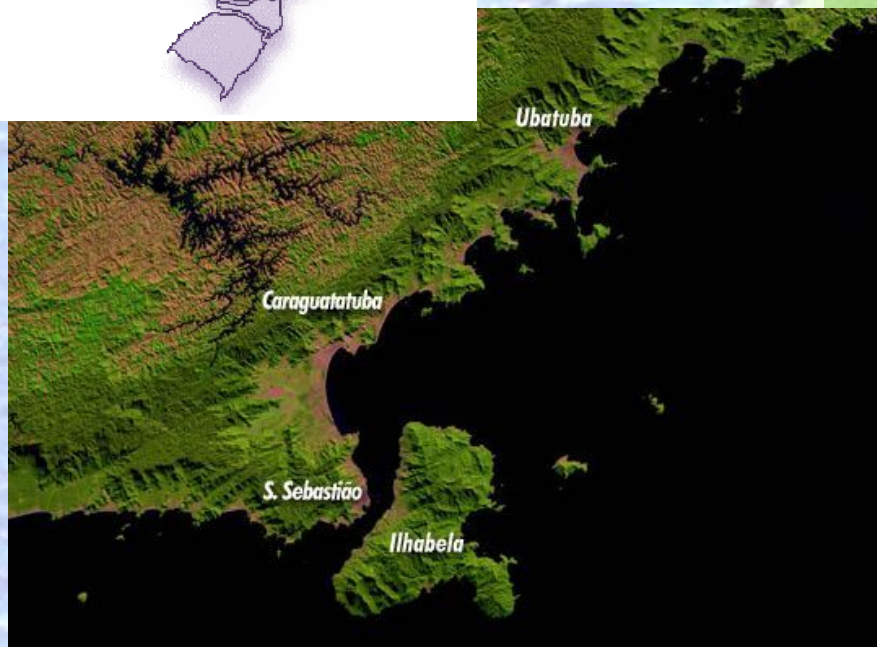
The Juqueriquerê River is still very important to the Porto Novo community.

We chose Porto Novo because of:

- Its natural beauty
- Its meaning to the caiçaras
- There is an association which works to protect the environment



Caraguatatuba-SP



Caraguatatuba, State of São Paulo, Brazil, South America:





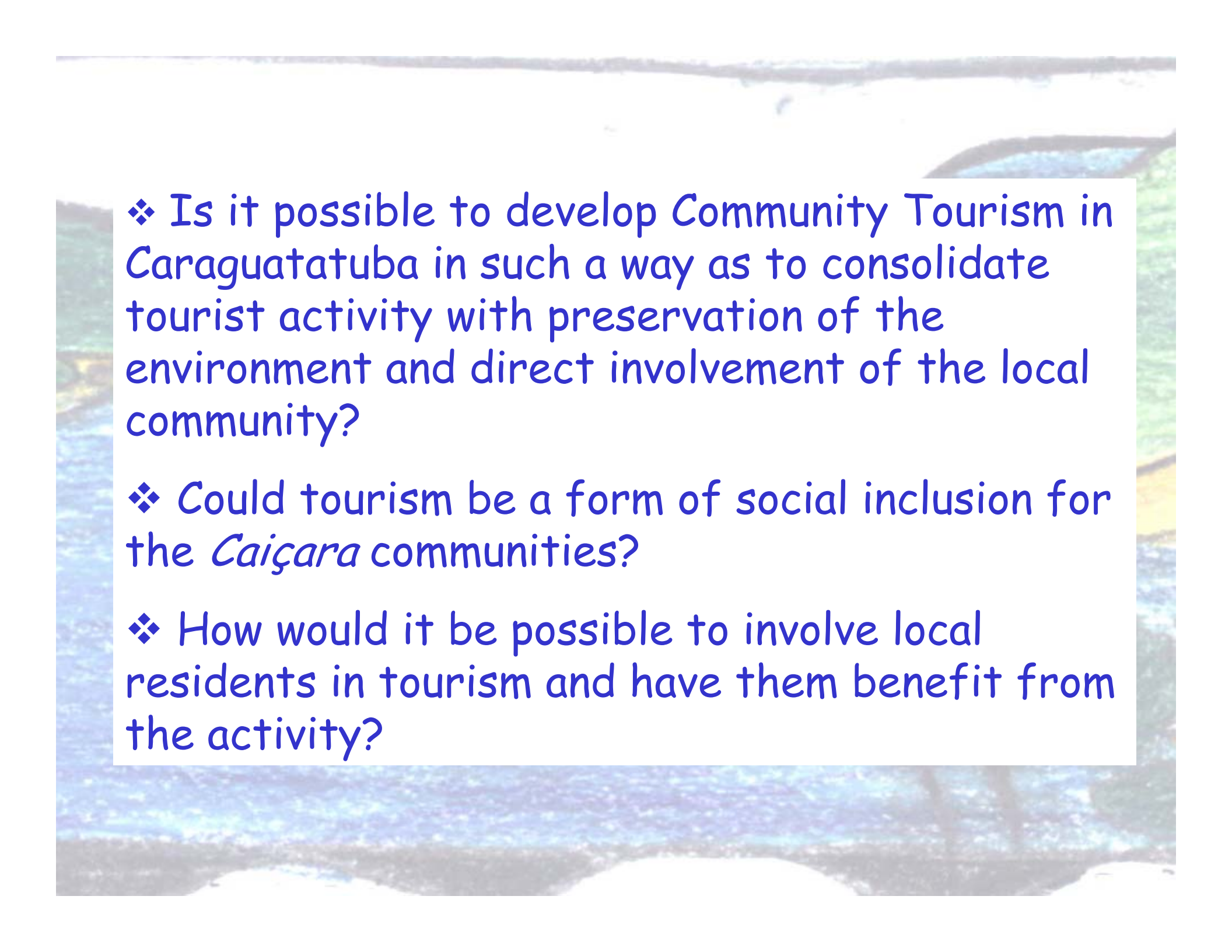
Some principles of Community Tourism:

- An approach that ensures no negative impact on community.
- Community has decision-making power.
- All sectors of community participate in decisions regarding planning and development of tourism.



Caiçaras

The main group of traditional population is constituted by caiçaras, a tupi-guarani term, which means a mixed race of indigenous people and Portuguese.

- 
- ❖ Is it possible to develop Community Tourism in Caraguatatuba in such a way as to consolidate tourist activity with preservation of the environment and direct involvement of the local community?
 - ❖ Could tourism be a form of social inclusion for the *Caiçara* communities?
 - ❖ How would it be possible to involve local residents in tourism and have them benefit from the activity?

An aerial photograph of a wetland landscape. A river flows through the center, surrounded by various colored fields in shades of blue, green, and yellow. The terrain is flat, and the colors suggest different types of vegetation or water levels. The text is overlaid in the center of the image.

Questions Addressed by the Case Study



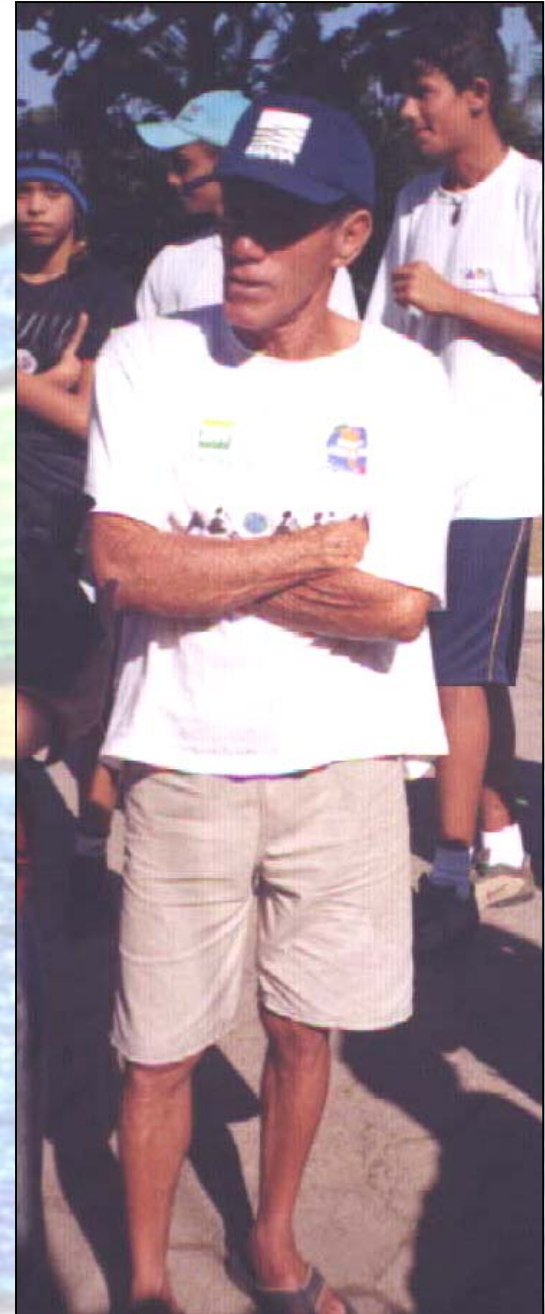
Community Tourism:

People, Pride and Potencial in Caraguatatuba

Mr. Sobrinho, founder
of the ACAJU,
answers:

Question: Is the
community in favour of
tourism?

Reply: Yes, but we keep
an eye on the tourists!
If they litter the area,
they are asked to clean
it up!





MANY THANKS:

To all the students, teachers and administration of the following schools:

School Prof.^a Antônia Antunes Arouca

School Prof.^a Maria Thereza de Souza Castro

School Benedita Pinto Ferreira

The Educational Department of Caraguatatuba City

USP - University of São Paulo

BRAZIL



Students who have participated with poems and drawings

Aline

Allan

Álvaro

Amanda M^a Aparecida

Ana Lúcia

Ana Paula

Anderson

Andressa

Caio

Camila

Carolina

Clayton

Daiane Ap.

Daiane F.

Débora

Deise

Diogo

Ed. Carlos

Eduardo D. Caltano

Eunice

Fabiana

Fernanda

Fernando

Franciane

Gabriela

Jean

Jéssica

José Gentil

Juliana

Juliana Rímoli Lezcaño

Juliete

Kiss

Letícia

Lucinéia

Marcela

Marcos Vinícius

M^a Kelly

Nayara

Nayarha

Paulo

Rafael

Renan

Rodrigo

Roger

Roni

Shirley

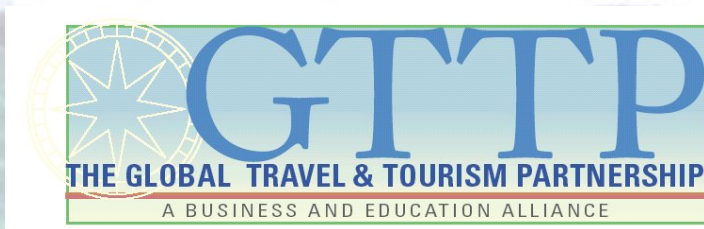
Suzana

Talita

Tamires

Vanessa

Thanks to:





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Teacher Francis D. Shortall

Student Giovana G. dos Santos

TRANSLATION

Sacha Quadrelli

A stylized landscape painting. The foreground is dominated by a wide, blue river with a textured, almost crystalline surface. The river flows from the bottom left towards the right. In the middle ground, there are rolling hills. The hills on the left are green, while the larger hill on the right is a mix of green and yellow. The background shows a white sky with a dark, horizontal line representing the horizon. The overall style is reminiscent of a watercolor or a soft-focus photograph.

Music:

Rio acima

Ulisses Rocha



www.avt.org.br