Community Based Tourism in Federal Protected Areas of Brazil

Thiago Beraldo Souza

Partnership with the US Forest Service
COMMUNITY BASED TOURISM IN BRAZIL
CASE STUDY OF NHANDEREKO
LESSONS LEARNED
QUICK FACTS ABOUT CONSERVATION IN BRAZIL

332 Protected Areas
149 - Full Protection (IUCN I to III)
183 - Sustainable Use (IUCN IV to VI)

77mi continental - 9% / 89mi marine - 24%

2003/2008, Brazil responsible for 74% PA created

57,000 families living within these areas
Federal Level Actions

I Seminar of Community Base Tourism in Extractive Reserves 2011

CBT Working Group

CBT in Protected Areas Guidelines and Principles Publication 2017

UNDP 9 Projects Financed

Sport Fishing CBT

I Meeting of CBT Best Practices / May 2018

Publication: Experiences of Success
Business Model, not a tourism segment

Different actors

- Communities
- Government
- NGOs
- Private Sector
CBT in Brazil is a model:
Leaded by the community
Generate collective benefits
Promotes intercultural experience
Promotes quality of life
Values local culture and history
Value sustainable use for recreative and educative purposes

Community Based Tourism in Protected Areas
Guidelines and Principles 2017

JAÚ NATIONAL PARK
Case Study

REDE

NHANDEREKO

COMMUNITY BASED TOURISM

“Nhandereko - our way of being”
Indigenous
Afro
Fishing
RECOGNIZE THEIR ORIGIN
SOCIAL INCLUSION
RESTAURANTE DO QUILOMBO

Onde o sabor tem tradição
EQUITY DISTRIBUTION OF COSTS AND WORK
YOUTH INCLUSION
LEADERSHIP DEVELOPMENT
127 DIRECT JOBS
(COLLABORATIVE ENTERPRISES, PARTICULAR INITIATIVES, COURSES, PRESENTATIONS, CRAFTS)

260 MEMBERS BENEFITED

COMMUNITY OF 550 MEMBERS

“Nhandereko – our way of being”
BUSINESS MODEL THAT GENERATES INCOME, VALUES THE COMMUNITY AND THE ENVIRONMENT IS POSSIBLE!
WORK WITH GOOD PARTNERS
THERE IS NO MAGIC RECIPE
EACH PLACE IS UNIQUE

COSTA DOS CORAIS
ENVIRONMENTAL PROTECTION AREA
DO NOT TARGET ONLY THE PUBLIC ENVIRONMENTAL AND COMMUNITY FRIENDLY

PIRAJUBAÉ EXTRACTIVE RESERVE
OFFER TO 100, SELL TO 1

UNINI EXTRACTIVE RESERVE
PREJUDICE IN PUNCTUALITY, SAFETY, QUALITY...

CHICO MENDES EXTRACTIVE RESERVE
LEARNING HOW TO WORK ON REMOTE AREAS

GUAPIMIRIN
ENVIRONMENTAL PROTECTION AREA
VALUE OF THE TOURISM ENVIRONMENT
FEELING OF BELONGING

GUAPIMIRIN
ENVIRONMENTAL PROTECTION AREA
SHIFTING HATS

TAPAJOS NATIONAL FOREST
Community Based Tourism in Federal Protected Areas of Brazil

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Partnership with the US Forest Service
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TAPAS GROUP
Tourism and Protected Areas Specialist Group