

## **Social and Environmental Responsibility at Mantiqueira Circuit: The case of São Francisco Xavier**

*The truth is, after centuries of modernity, the emptiness of the future cannot be filled either by the past or by the present. The emptiness of the future is just an empty space. I think that there is only one way out: reinvent the future, open a new horizon of possibilities, plated with radical alternatives instead of those ones that are no longer ones.<sup>1</sup>*

### **View of Serra da Mantiqueira: São Francisco Xavier**



Source: Students

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<sup>1</sup> SANTOS, Boaventura de S. **Pela mão de Alice: o social e o político na pós-modernidade**. São Paulo: Cortez, 1995, p. 322. (English version of the excerpt: Andréa Kogan)

## QUESTIONS

How is the concern about responsible tourism shown in SEBRAE's project (Serviço Brasileiro de Apoio às Micro e Pequenas Empresas)<sup>2</sup> and its partners (city halls involved in the projects)?

How was the community of São Francisco Xavier, including its residents, entrepreneurs, and businessmen of the city, involved in the planning and the execution of the Mantiqueira Circuit?

### Billboard advertising the circuit (seen while entering the town)



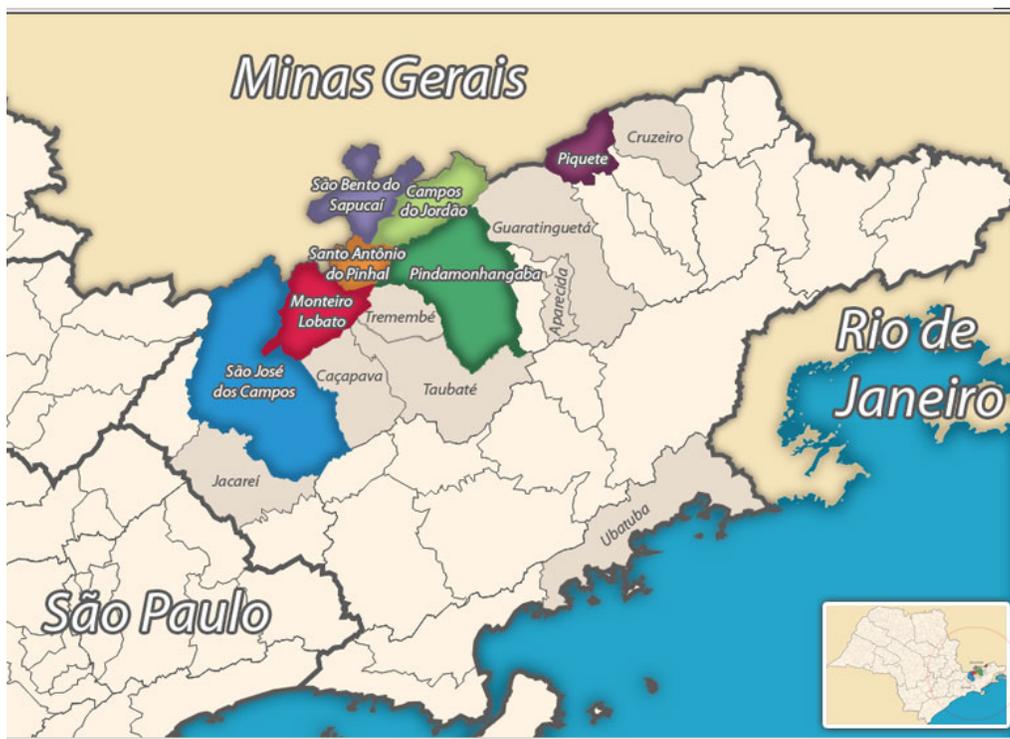
Source: Students

<sup>2</sup> Sebrae – Brazilian Support Service to micro and small companies.

## The Problem

São José dos Campos team is composed of 9 teachers, one coordinator and 1,539 students. According to the proposed theme “Responsible Tourism”, suggested by GTTP (Global Travel and Tourism Partnerships), the team proposed a case study about the Mantiqueira Circuit. This tourism project was established by Sebrae and partners and it involves 7 cities of “*Serra da Mantiqueira*” - Campos do Jordão, Monteiro Lobato, Pindamonhangaba, Piquete, Santo Antonio do Pinhal, São Bento do Sapucaí and São Francisco Xavier, district of São José dos Campos.

### Location



Source: <http://circuitomantiqueira.blogspot.com>

This project, created in 2004, is managed by the city halls mentioned above. Its aim is to develop receptive tourism in the area, mainly focusing on the natural wonders of *Serra da Mantiqueira* and on the adventure sports that can be practiced there. Hence, the projects support is focused on ecotourism and adventure tourism.

This project is part of the “territorial development program”, where cities with similar status take part in workshops together in order to create an economic

development project for their region. Specifically in the area called “Cone Leste Paulista” (São Paulo’s state east cone) / North-oceanic part has tourism potential. SEBRAE’S purpose in this project was to organize cities around their common attractions. They developed the notion of a “circuit” in order to accomplish both social and tourism development of the area. Besides the Mantiqueira Circuit, SEBRAE is establishing four other ones in the region of “Vale do Paraíba”: 1) Historical Valley Circuit (*Circuito Vale Histórico*): Arapeí, Areias, Bananal, Queluz, São José do Barreiro and Silveiras; 2) Religious Circuit (*Circuito Religioso*): Aparecida, Guaratinguetá and Cachoeira Paulista; 3) Caipira Circuit: Taubaté, Tremembé, Paraibuna, Caçapava, Jambeiro, São Luís do Paraitinga, Lagoinha, Natividade da Serra and Redenção da Serra; and 4) North Shore Circuit (*Circuito Litoral Norte*): Ilhabela, Caraguatatuba, Ubatuba and São Sebastião.

#### **The mountain range and the lake: São Francisco Xavier**



Source: Students

The objective of this case study was to investigate whether the SEBRAE Project is concerned about environmental and social sustainability, also if it involves the community as well as the planning of environmental interventions, basic to responsible

tourism. However, in order to make the field study viable and restrict the object of our study with precision, the team selected from among the 7 cities, the city of São Francisco Xavier, a tourism resort located in an environmentally protected area. The aim of the study was to see if the Mantiqueira Circuit could be expanded to become a major circuit. The city was chosen because it is a district of São José dos Campos, where the project Passport to the world is being studied.

### **Riverhead in São Francisco Xavier**



Source: Students

## The paths

Our work was developed through qualitative and quantitative analysis. Quantitative because there were a number of open questions that were studied and transformed into numerical data (percentage); qualitative because it also assessed the project written by SEBRAE and partners, as well as all the material used to make it public (folders, texts, etc...).

## The trip



Source: Students

The work in the classroom was developed according to the following steps (in chronological order):

- Questions were thought and written;
- Internet search;
- Data were compiled concerning the infrastructure: access highways, number of hotel rooms, receptive (travel) agencies, tourist information centers;

- Analysis of the project written by SEBRAE with the city halls;
- Analysis of the tourism material related to Mantiqueira Circuit: at which public it is aimed; what kind of image is prioritized; what focus is given?

### **Teachers of Passport to the World program and students in the classroom**



Source: Teachers Cidinha, Roseli and Carmem

- analysis of the images of São Francisco Xavier;
- survey with city tourism organizations of São Francisco Xavier and São José dos Campos;
- discussion of the field research findings;
- inspection trip to the city of São Francisco Xavier;
- interviews (annex 2) with the following groups:

- 1 – São Francisco Xavier residents;
- 2 - tourists;
- 3 – entrepreneurs and businessmen of the city;

4 – authorities of the Mantiqueira circuit (SEBRAE/ City halls/ Campos do Jordão and region - Convention & Visitours Bureau);

5 – Young students of Passport to the World and residents of São Francisco Xavier.

- registration of the residents' statements;
- data tabulation;
- analysis of results;
- report production.

### **Students' reception during the visit**



Source: Students

Having in mind some pedagogical concerns, the visits and the interviews were divided among the schools and each group was accompanied by a teacher and an assistant. In order to develop the activities in the field, some guidelines were written with an established time for each action. One of the schools is located in São Francisco Xavier district (EMEF Mercedes Rachid); the directors, the responsible teacher and also the students gathered to greet the students who came from other schools. Besides the reception, those students from the school mentioned, were also tour guides in the city; they helped with the interviews and with the city-tours in São Francisco Xavier.

## **Tourism, environment and community**

Tourism seems to have been born together with the human need of celebrating life, captivating beauty, revealing the unknown, and also of being somebody else, even for a limited period of time. Travel: transferring yourself to a different place, leaving the routine behind, trying to maintain a distance from yourself, which is not always possible. Tourists, besides their bags and cameras, also come with habits, creeds, their culture and background, sometimes it is a good aspect and sometimes it is not, always depending on the community that one tourist goes to.

However, tourism is not a solitary or selfish task, but it is caring in its principles: it is vital for a community to host tourists having in mind some hospitality laws, entrepreneurs who can provide high quality services without destroying the environment, workers worried about guaranteeing the tranquility and the happiness of being with one another. On the other hand, the tourist should respect not only the people he/she visits, but also respect its land and culture. Putting all these efforts together will probably guarantee that the tourism business will be a socially fair activity, economically viable, and ecologically correct.

### **São Francisco Xavier: Environmental Protection Area**



Source: students

Nevertheless, with the development of the tourism industry, there is an increase in the negative interventions in the environment, due to a lack of planning by the entrepreneurs (infrastructure) and the little consideration paid to the impacts of human activity on nature and culture of tourism destinations. On account of the great media repercussion about those environmental problems, the concern about the environment and the tourism activity generated a discussion around the ideas of **sustainable tourism** and **responsible tourism**.

Sustainable tourism is defined as: “form of tourism **explored** according to an aware perspective, with a lot of planning and without damaging the environment, **exploring** the current resources without endangering the future”<sup>3</sup> (words in bold according to the writer). The quotation shows that within this environment’s point of view, it is seen as a resource which the tourism activity depends on, hence the concern about its exhaustion and destruction. According to Moacir Gadotti<sup>4</sup>:

*The critics in relation to the sustainable development concept and the idea of sustainability itself come from the fact that the environmentalism treats separately the social and the environmental issues. The conservationist movement appeared as an elitist option of the rich countries in order to preserve large natural areas for their own leisure and contemplation.. (...) It was not a concern about the planet’s sustainability, but with the continuity of its privileges, in contrast with the needs of the majority of the population.*

Responsible tourism, on the other hand, goes beyond environmental concerns to include social factors, in order to protect and preserve not only the environment, but also the tourism destinations and their cultures, because it is understood that the human being is part of the scenery, and nature is part of him/her.

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<sup>3</sup> BELTRÃO, Otto di. **Turismo: a indústria do século 21**. Osasco: Editora Novo Século, 2001, p. 48.  
(.this book is originally in Portuguese)

<sup>4</sup> GADOTTI, Moacir. **Pedagogia da Terra**. 3ª. ed. São Paulo: Peirópolis, 2000, p. 58.(this book is originally in Portuguese)

At this point, there is a need to think about what responsibility is within the tourism business. Responsibility, from the latin word *responsabilitate*, means “the quality or state of being responsible”<sup>5</sup>. In the tourism business, both tourists and entrepreneurs rely upon a community, its ecosystem and its culture; it is something that does not belong to them, but they go through it and so it is seen as a product. How do you preserve something when you do not feel responsible for it? That is why when we speak of “responsibility” we also mean commitment, and that the relationships among the actors involved in tourism need to be “re-signified”.

### City trail



Source: Students

To Cruz<sup>6</sup>, the basic environmental problems stem from degenerated human relations. In order to promote respect of the environment as a continuation of respect of human beings, these human relations have to be rebuilt.

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<sup>5</sup> Merriam-webster's dictionary. <http://www.merriam-webster.com/dictionary/>

<sup>6</sup> CRUZ, Rita de Cássia Ariza da. **Introdução à Geografia do Turismo**. 2ª. Ed. São Paulo: Roca, 2003, p. 28. .(this book is originally in Portuguese)

*The environmental problems are nothing but the materialization, in the spaces of the distortions and the contradictions that exist in the social relations, and so, all the measures concerning an improvement of the environmental quality – preservation of a certain area, elimination of pollution of a river, car pool system – will always be some kind of palliative, even when it seems more meaningful than what really is. Those measures cannot reach the basis of the question. In the relations among men, without deep modifications, changing the relations between those and nature will not be possible.*

Thus, responsible tourism seems to propose a transformation in the way tourists and entrepreneurs see a destination. A destination is not a path that one does not have connections with nor obligations, nor responsibility to. Tourists are a part of a destination, contributing to the history of the place, knowing it by understanding its community and its culture, and the value of those things as unique within the ecosystem.

## The circuit

Mantiqueira Circuit was organized in 2004 but it was effectively established in the beginning of 2008. It is part of the “Territorial Development Program”, a SEBRAE project created to develop some regions according to their tourism characteristics and its main principle is the organization of some cities into groups.

The area of *Serra da Mantiqueira* has already a considerable number of tourists; it focuses on adventure tourism, due to the presence of mountain peaks, rivers and waterfalls, and also on ecotourism. Considering the scenery of the place as long as the tranquility of the area, 7 cities are part of the project: Campos do Jordão, Monteiro Lobato, Pindamonhangaba, Piquete, Santo Antônio do Pinhal, São Bento do Sapucaí and São Francisco Xavier.

The tasks of each responsible part is written into the project. SEBRAE is responsible for the financial investment, as well as the methodological and strategic organization, CJRC&VB (Campos do Jordão and Region Convention & Visitors Bureau) also helps with some financial support with the local structure, technical support and as a manager of the project itself.

In relation to the written project, the idea of tourism is presented as a collective business, which should be planned in order to guarantee a sustainable development of the region. There is a reference to the sustainability theory and its inherent concerns, such as: social inclusion, the conservation of the cultural and natural environment, as well as some criticism to spontaneous tourism (tourism without planning). Some actions that are expected to happen at the *Mantiqueira Circuit* are: “the community’s involvement and sensitization”, presented as a second item in the order of priorities of the organizers; the number one priority is “the organization of tourism, cultural and handicraft products.” According to the same document, the main public that the project aims is: entrepreneurs of this field, tour guides and craftsmen, and the proposed objective is to stimulate tourism activity in the area, as well as consolidate a cultural identity of “*Serra da Mantiqueira*”.

A folder was created (still being reviewed) in order to make the community aware of the project and its importance to the economy and to the city’s development. This folder will be distributed to students of public schools (cities that are part of the project) and we can see some mascots of the seven cities.

**Mascots of São José dos Campos and São Francisco Xavier: Zezé boy and Muriqui monkey, a metaphor of the industry and nature walking side by side**



Source: COMTUR SJC - Conselho Municipal de Turismo de São José dos Campos (municipal council of tourism of São José dos Campos)

Some workshops were previously offered to the teachers, and the team responsible for this study was there. The objective of these workshops was not only to present the circuit, but to gather some opinions and suggestions in order to prepare the folder. According to the organizers, there are courses and workshops being offered (management and operational qualification) considering the proposal of involving the local population in the activities of the circuit. These workshops were offered to the residents of the involved cities, in order to guarantee the project's sustainability,

**Workshop promoted by SEBRAE to public school teachers of São Francisco Xavier**



Source: Municipal secretary of education of São José dos Campos

The organizers of the Project created a website<sup>7</sup>, dedicated to the Mantiqueira Circuit, where one can find the program, maps, pictures and information about the cities and recent events related to the circuit. The site targets entrepreneurs and tourists, but its bigger concern is to inform, that is why it brings some historical data as well as some landmarks in each city. There are no advertisements – the folders and the magazines guarantee this aspect.

In the analysed advertisement material, the target public is the potential tourists, one can see this by the advertisements of restaurants and inns. The images are the main focus of this material and the natural beauties of each city are emphasized, specially the city of São José dos Campos, where the district of São Francisco Xavier is. In relation to São Francisco Xavier, the district always comes in second place. Number one is São José dos Campos with its industries and aeronautics activities.

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<sup>7</sup> <http://www.circuitomantiqueira.blogspot.com>

Besides the folder, the circuit also offers a magazine, edited quarterly, called “*Circuito Mantiqueira*”, and it promotes some leisure spots of the area, as well as some presentation texts of each city and articles about tourism (according to the point of view of the organizers of the project). This magazine is organized by SEBRAE and by the staff of *Campos do Jordão e Região Convention & Visitors Bureau* (CJRV&VB). There are also spaces for advertisements (like the folders have), without any kind of charges for those who want to take part in the project; it means that there is a need to sign a form showing that the entrepreneur is committed to some actions for the project.

In these texts the importance of tourism as a collective business is emphasized, as a way of coordinating the entrepreneurship together with the sustainability theory (which is quoted many times in the articles). This is a concern with the participation of all sectors involved in the tourism development of the region and its actions over the environment, concerning about “prioritizing the social inclusion, the economic growth and the cultural and environmental preservation”<sup>8</sup>.

In the presentation of São Francisco Xavier during the launching of the magazine, city that is the object of this study, the district appears not as a main topic, but supporting the city of São José dos Campos, settling the dependence of one city upon the other. There are two promotional pages in relation to the city of São José dos Campos: the first one calling our attention to a technological and cosmopolitan city, the second one showing its landmarks, with images and text. There is only a short paragraph mentioning São Francisco Xavier, on the first page:

*(São José dos Campos)...It is such a diverse city for those who look for ecotourism and adventure tourism, or just some resting, you can go to the District of São Francisco Xavier, an environmental protection area who maintains the tranquility of its origins.*<sup>9</sup>

Following this page, there are two more; one with advertisements of the businesses of São Francisco Xavier like inns and restaurants, as well as some telephone numbers of tourist agencies and São José dos Campos. And only this.

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<sup>8</sup> SEBRAE, *Revista Circuito Mantiqueira*, n. 0, Ano I, Jan/08, p. 27.

<sup>9</sup> *op. cit.*, p. 22.

In edition number one of Circuito Mantiqueira magazine, the cover article is a text called “*Surprise Destination*”, in reference to the several leisure possibilities in each of the seven cities that are part of the circuit, also called “universe of experiences”<sup>10</sup>. Then, there are some texts presenting some leisure options (in all the cities) divided into segments: “Among friends”, “For couples”, “For adventurers”, “For singles”, “For children” and “For seniors”. It is interesting to notice that in the leisure options, São José dos Campos is mentioned more times than São Francisco Xavier, although it is the district that is in fact located in *Serra da Mantiqueira* (four versus two quotes).

Besides advertisements of restaurants and inns and some promotional texts, there is also on this edition a text written by an entrepreneur who is a participant in this project, and an interview with SEBRAE. From this material we can understand the points of view about the Mantiqueira Circuit from these two participants. In the article “Unity and sustainability support of Mantiqueira Circuit”, written by Otto H. Taube, an entrepreneur who is also the president of CJRC&VB, there is the following reasons for the creation of the circuit:

*The concern about the growth control, the search for a balance between the occupation and the environmental preservation and all other elements in the new paradigm of sustainability have been considerably contributing to an increase of nature tourism, rural tourism and adventure tourism. These segments can be stimulated in the region of Mantiqueira Circuit, which presents original scenery, that has not been majorly modified.*<sup>11</sup>

According to the paragraph above, the concern about a sustainable tourism at Mantiqueira Circuit is evident, it is the only possibility to maintain the businesses of a tourism destination that depends on its natural beauties to attract tourists, as *Serra da Mantiqueira* does. Hence, the natural environment degeneration is not an interesting thing, because it is, in fact, a “consumer’s object”<sup>12</sup>. Augusto dos Reis Ferreira (manager of the regional office in Guaratingetá – SEBRAE) states that the fundamental

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<sup>10</sup> **Revista Circuito Mantiqueira**, Guaratinguetá, SP: Editora Expedições, no. 1, Ano 1, Maio/08, p. 10.

<sup>11</sup> TAUBE, Hans Otto. op. cit., p. 6.

<sup>12</sup> CRUZ, Rita de Cássia Ariza da. op. cit., p. 30.

importance of the project is a major entrepreneurship development in the area or, according to his own words: “new opportunities of business and the growth of those existing ones, generating jobs, income, and the decrease of the disappearance of certain small businesses”<sup>13</sup>.

In the issue number 2 of the magazine, that seems to be more directed to the entrepreneurs, according to the quantity of opinion articles in relation to the tourism business, the cover article is “Tourism, the great business of the 21<sup>st</sup> Century”, the text, written by SEBRAE indicates: “if tourism is a collective business, the entrepreneurs are the main actors in the organization and in the regional development”<sup>14</sup>.

On the same issue, the texts about the cities of the circuit are rather personal, with the names of the writers, fact that did not happen with the presentation of the previous magazines. Besides, the cities of the circuit are again classified according to some leisure options, but here they are classified as: “Among friends” (Pindamonhangaba), “For couples” (São Francisco Xavier), “For the adventurer” (São Bento do Sapucaí e Piquete), “For singles” (Santo Antônio do Pinhal), “For children” (Campos do Jordão) and “For families” (Monteiro Lobato).

One can see on the space reserved for São Francisco Xavier that all the attention is focused on the district, and there is no mention of São José dos Campos (differently from the previous magazine). *São Xico*, as São Francisco Xavier is informally called, is presented as a city favoring romance, due to its mild climate, its scenery and “the charm offered by the majority of its inns”<sup>15</sup>.

The text calls the attention to several attractions in the city, always mentioning different kinds of services offered to the tourists (live music, international and typical “caipira” food, relaxing baths in specialized places and adventure sports). There are also pictures of the district, focusing on *Serra da Mantiqueira*, and other two pages in the magazine, with advertisements of restaurants and inns in São Francisco Xavier. There is no mention of receptive agencies.

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<sup>13</sup> op. cit., p. 8.

<sup>14</sup> ROSAS, Marco Aurélio. “Turismo: Negócio Coletivo” in **Revista Circuito Mantiqueira**, Guaratinguetá, SP: Editora Expedições, no. 2, Ano 1, Jul/08, p. 8.

<sup>15</sup> op. cit., p. 13.

## São Francisco: city in the countryside



Source:Students

### The city

It is known that (about the origin of the city) in 1883, the slaves of a farmer in the area left an image of *Saint Francisco Xavier* where today it is the village and built a small chapel to honor him. Many dealers of animals (called “*tropeiros*”) passed through the chapel to pray. Then, it became part of the route of these men that would go to Minas Gerais or come back in direction to São Paulo. Many people lived around the chapel and they also started to grow plants. Since then, a movement called “*tropeirismo*” started to be part of the culture of the city, as the following poem pictures:

*Tropeiro's anthem (Jorge Serão)<sup>16</sup>*

*Our tropeiro goes,  
Travelling in our dusty road.  
To earn his money,  
Working, his life is supported.*

*Transporting our richness  
The tropeiro doesn't stop his work.  
Twelve mules sniffing when they go,  
But when they come back is excellent.*

*Look everybody how it is  
A lot of curves he will see  
Carrying beans and coffee,  
In order to feed the city.*

*All the parts of that big road,  
This troop already knows.  
Raising dust from the field,  
Right at the moment of dawn.*

*Coming back to the big inland cities  
When a drizzle starts to fall,  
Leaves an animal unease.  
It is a beast for the fog.*

*The tropeiro also has a family:  
Nequinho and João Tutuia.  
Listening to the guiding bell,  
all of them run.*

*What joy the tropeiro has,  
meeting the happy wife.  
He admires the animal  
Playing the Bell: blem-blem.*

*Blem-blem  
Blem-blem  
Blem-blem  
Blem-blem*

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<sup>16</sup> Site <http://www.saofranciscoxavier.org.br>. The poem is originally in Portuguese. This version was specially written to this project.

## Square with a bandstand



Source:Students

The settlement was transformed into a village in 1892, due to the movement mentioned before, and it was always supported by agriculture and the cattle breeding. According to its isolation at *Serra da Mantiqueira*, the place was a shelter to *Paulistas* (from São Paulo) during the 1930 and 1932 revolutions. 100 soldiers were sent to watch the border of São Paulo and Minas Gerais, precisely where the district is. The soldiers did not fight because the battles did not come to the region.

As a district of São José dos Campos, São Francisco Xavier occupies 30% of the territory of this city. It does not have economic nor political autonomy, but there is a department connected to the city hall, responsible for the general administration. There are 2,867 residents, according to the year 2000 census, and its rural population surpasses the urban one in 800 inhabitants. Those last ones live according to agriculture and cattle breeding, as well as dairy activity, including the production of cheese. The figure of the pilgrim that comes from the North of São Paulo to the city of Aparecida,

passing through the city, substitutes the figure of the “*tropeiro*” and increases the movement in the city from June to September.

### **São Francisco Xavier Church**



Source: Sudents

In 2002 São Francisco Xavier became an Environmental Protection Area and despite its exuberant beauty that includes 6 waterfalls and 9 mountain peaks (with more than 1,300 meters of height), the tourism business has been at the top for some years when the city was known as a relaxing place, as well as an ecotourism destination in magazines and on the web. There are four roads to reach the city (SP 50, SJC 150, SJC 155 and SJC 214). According to tourism organizations, there are 23 inns in the district: 518 available rooms and there are also 25 restaurants, one receptive agency (tourism support center) and 10 handicraft stores. According to the same tourism agency, tourists go to the city and stay, in average, 2 days, that is to say: one weekend. Those tourists are (95%) generally couples. The remaining 5% are families.

## Handicraft in the city



Source: Students

The city has recently been the site of a literature event that is in its first edition: *“Mantiqueira Festival – dialogues with literature”*. It happens in the month of May. The festival, organized by the Secretary of Culture of the State is one among 20 existing celebrations that occur in the city. The most famous ones are: *“São Sebastião party”* (January 26 until January 29), *“Shitake’s food festival”* (April 29), *“ Meeting of Tropeiros and Viola players from São Francisco Xavier”* (June 17 and 18), and the Party of the city’s patron saint (December 1 until December 10).

## Pedro David Waterfall



Source: Students

According to the cultural heritage, São Francisco Xavier celebrates the “*caipira*” culture, that includes music played with violas, typical food of those rural places (called “*roça*”), which has a great influence of Minas Gerais’ food due to the presence of *tropeiros* in the area, as well as Minas Gerais colonization in the place. There are many famous dishes<sup>17</sup>: **vaca atolada**, a meat stew with cooked manioc, **tropeiro beans** (a mixture of meat, rolls and corn flour), **canjiquinha with ribs**, made with cracked corn, and **meat paçoca**, prepared with meat and manioc flour. In relation to sweets, the traditional recipes of the area are: **sweet preserves** (milk, pumpkin, orange and green papaya) and **paçoca**, made of peanuts. All these products can be found in handicraft stores, coffee shops and some restaurants in town.

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<sup>17</sup> The names of the dishes are typically Brazilian ones and their ingredients can only be found in this country, so the names are in Portuguese with the proper explanations in English.

## Vaca Atolada (“mud-stranded cow”)



Source: <http://www.valedascachoeiras.com.br>

### Ingredients:

- 2 tbsps of oil
- 1 kg of ribs, chopped into small pieces
- 2 medium-sized onions (sliced)
- 4 chopped cloves of garlic
- Salt and pepper
- 5 chopped tomatoes without seeds
- 6 tbsps of sliced scallions and parsley
- 3 tbsps of “cachaça”
- sliced pepper (kind of Brazilian pepper called “dedo-de-moça”)
- 2 bay leaves
- 2 ½ liters of hot water
- 700 grams of peeled manioc, cut in slices (already cooked)

### Preparation:

1. In a pan (an iron one, if possible) with oil, fry the ribs cut into small slices until it is golden;
2. Put the onions, the garlic and boil them together.

3. Season with salt and pepper, according to your taste.
4. Put together the tomatoes, the sliced scallions and the parsley, “cachaça” “dedo-de-moça” pepper, the bay leaves and the hot water.
5. Let it cook for 50 minutes in a pressure cooker, in medium fire (if it is necessary you can add water during the process).
6. When the rib is cooked, add the peeled manioc into the mixture.
7. Let it boil for about 25 minutes or until it is a soft cream.
8. Add salt, if necessary.

## Sweet preserves



Source: <http://www.precisaweb.google.com>

## Orange preserve

### Ingredients:

½ kg of sliced oranges, without their peels and seeds.

1 kg of sugar

3 cloves

2 cinnamon sticks

½ liter of water

### Preparation:

1. Put all the ingredients together in a pan.
2. Mix all of them and then take the pan to the fire (medium) for 45 minutes until it softens and you get a syrup.
3. Take it out of the fire and put it in a proper container.

Besides the “*caipira*” food, there also some international dishes in São Francisco Xavier which are prepared with ingredients from the region, such as: *pinhão* (the edible part of the pine seed), shitake mushroom and trout. There is also a large production of cheese, specially produced in dairy farms and in small family farms.

The city is also marked by a great religious aspect, specially during some celebrations. One of the examples is one party called “*Dia da Carpição*” (hoeing day). It is celebrated on August 15<sup>th</sup>, when some followers go to a specific neighborhood called “*Bairro dos Remédios*” carrying some soil in a bag asking for miracles and praying. Many years ago, those followers hoed some pieces of land. This act was considered an act of penitence and also gratefulness, hence the name of this celebration. The number of those religious followers are, presently, at this date, 500 people.

The pilgrim that comes from the North of São Paulo’s state to the city of Aparecida, crossing the city, today is a substitution of the “*tropeiro*” that used to come several years ago. They arrive in groups of 6 to 30 people and the movement in the number of people is bigger during the months of June to September. Some horsemen still cross in order to pray in the district, before following to the *Aparecida Shrine Basilica*. Many of them stay at inns in São Francisco, but there are some who prefer to stay at the residents’ houses, so they can rest and let the animals some rest too. This fact also reinforces some important tourism aspects that the city and its people can provide.

## The interviews

The students left their schools at 7:00 a.m. towards São Francisco Xavier, on a bus chartered by the Municipal Secretary of São José dos Campos, and came back on the same day, at 5:00 pm. The route to São Francisco Xavier took 1 hour and 30 minutes, through SP 50 road until the city of Monteiro Lobato and to São Francisco it was SJC 150 road. It was a total of 59 kilometers. Despite being paved, the way is pretty crooked as it goes around *Serra da Mantiqueira*.

The visits were on August 11<sup>th</sup> through August 15<sup>th</sup>, 2008, according to this following division, aiming a better study performance:

### Schools and Dates:

EMEF Prof. Hélio Augusto de Souza: August 11th

EMEF Prof<sup>a</sup> Ildete Mendonça Barbosa: August 11th

EMEF Prof<sup>a</sup> Leonor P. Nunes Galvão: August 12th

EMEF Prof<sup>a</sup> Luzia Levina Ap. Borges: August 12th

EMEF Prof<sup>a</sup> Maria de Melo: August 13th

EMEF Mercedes Rachid Edwards: the school is in São Francisco and it was our host during all the visits.

EMEF Prof<sup>a</sup> Palmyra Sant'anna: August 15th

There were 20 people who were interviewed by each group, the authorities were reached by e-mail – one representative of CJRC&VB and one of COMTUR – but only the last one could answer within the deadline that we established in order to finish this work on time.

The students of the school EMEF Mercedes Rachid Edwards were responsible for interviewing the tourists on the weekends because they already live in the city. The remaining interviews were made by the students of the other schools during their visit, contacting directly the public. Their tour guides were the students of the PASSPORT TO THE WORLD program that live in the city.

The questions that are part of the interviews were written by the students and reviewed by the teachers. The idea was not to create questions that would be so direct and objective but to give some space to the interviewees to express their opinions, in

order to make them speak and more elements could be analyzed. Only the interviews with people older than 18 years old were considered because the quality could be guaranteed and the questions could be standardized. There was one exception in relation to the PASSPORT TO THE WORLD students, whose age is around 13 and 14 years old. The focus on this situation was to listen carefully to this young residents, their expectations and perspectives to the future.

### **Students interviewing a resident at her house**



Source: Students

In relation to the residents, the results were:

- 57% of the interviewed people do not know what Mantiqueira circuit is, against 43% who assert what it is about;
- from those who say that they know the circuit, what made them aware of it: a regional TV channel, folders and pamphlets, the school of the city and their workplace;

- in relation to tourism interference in the life of the residents, 50% replied it is a positive one, 38% stated there is no interference and 12% said it is a negative interference;
- Those who classified the influence of tourism as a negative aspect, point out that the noise is the major problem, while the ones who classified it as a positive aspect point out the city's movement and the income generated by the tourism industry are some strengths;
- When the relation between residents and tourists is concerned, 55% stated that have little or no contact with tourists, while 45% classified this relation as a good one;
- Among the reasons given to the question above, it was said that the possibility of meeting new people is an interesting perspective;
- When asked about participating in meetings to discuss topics related to the city, 75% stated that are not part of it, against 25% that said yes;
- Concerning the tourism presence in the city, 94% considered it as a good thing, while only 6% see it as something harmful;
- Among the reasons given to the question above was the business expansion, and the negative aspect was the lack of structure in the city in order to host the tourists.

In relation to the tourists' interviews, the results were:

- 40% of the people interviewed come to the place to visit the natural beauties of the city (waterfalls, mountains, scenery), 36% visit São Francisco Xavier motivated by some kind of event (popular celebrations, festival, sports competitions), 20% come in order to work and, finally 4% come to visit relatives;
- Asked about the Mantiqueira Circuit, 83% of the interviewees replied that they did not know what it is about, against 17% who stated that they knew it;
- The tourists said that they were aware of the Mantiqueira Circuit and pointed out Monteiro Lobato and São Bento do Sapucaí as cities they would like to visit;

- In relation to the lodging in the city, 46% do not sleep in São Francisco (they come and go on the same day), 46% stay at inns and 8% stay at friends' or relatives' houses;
- During the period of data organization, the establishments visited were divided into two groups: bars, restaurants and coffee shops, and another group: the bakery, grocery shops, supermarkets and butcher shop. This division was organized according to the situation of consumption (according to the first group the act of consuming was in the space itself and according to the second, the act of consuming is at home). Even though this division is not absolutely perfect (because one can consume in the bakery, or even go to a restaurant and take the meal home) this separation can help us to understand the relation or contact that the tourist has to the city itself, its residents and the businesses. Besides those shops, some handicraft stores were also mentioned by the tourists. Hence, the results were: 66% said they are used to visiting some places mentioned (first group: bars, restaurants and coffee shops), 26% go to the other places and 8% named handicraft stores as places they used to visiting;
- asked about the residents' hospitality, 100% considered it good to great (on a scale);
- in relation to the cities of origins of the tourists, 67% come from other cities of the region (Vale do Paraíba/Serra da Mantiqueira), 25% come from São Paulo (capital of the state) and 8% come from other parts of São Paulo's state.

About the entrepreneurs, we conclude:

- 53% stated that they were not asked about the organization of Mantiqueira Circuit, while 47% stated that they were;
- there is a rise in the number of tourists in their business organizations, after the implantation of the circuit in the city, 82% said they noticed a rise, against 18% who said no difference could be seen;
- about the hiring of local workers, 64% state that only hire workers from the city, 17% say that do not have this kind of concern, 11% say not having resources to hire employees and 5% prefer workers from other cities;

- in relation to the concern about the environment, 100% of the interviewees stated that they provide means in order to protect the city, as recycling and tourists' awareness;
- 47% of the entrepreneurs said that they buy products for their companies outside the city while 47% said that they buy it there and 12% could not answer.

**About the young residents, we conclude:**

- 95% of this public said that they like the presence of tourists in the city, while 5% said that they do not like;
- 91% would not change to a city without a tourism approach, against 9% said that if there was a possibility, they would go;
- those who said that they would change, the reason was that there are not enough places to have fun;
- 60% of the students stated that they would like to work in the tourism business, while 40% stated that do not intend to;
- 82% are used to staying in the city on weekends, while 18% are not;
- the young people that stay in the town say that during the weekend they: cycle, hike, play football and other sports; they also visit the waterfalls, and chat with friend at the local square;
- asked about the existence of some free tourism course or workshop, 36% said that there is not, 36% said there is and 28% did not know the answer;
- the spaces that were mentioned where courses and events take place (climbing, hiking, courses for tour guides) were: *CAT* (centre of tourist support), *Casa de Cultura São Francisco Xavier* (São Francisco Xavier Culture House) and *Pousada Miriqui* (Miriqui inn). According to the researches, the courses offered at *CAT* are part of the Mantiqueira Circuit Project.

The questionnaire was sent to Ms. Gisela Teixeira Esteves, head of the tourism division in São José dos Campos City hall, and the complete answers are:

*1 – Investment on Mantiqueira Circuit in 2008: R\$ 1.179.640,00 (reais: Brazilian Currency): 44% Sebrae's and 53% Campos do Jordão and Convention and Visitors Bureau (seven city halls included).*

*2 – All the cities of the Mantiqueira Circuit have their investments returned to their greatest needs and were raised by a previous study done by Sebrae in 2007 and 2008, focusing six strategic central points of its territorial development methodology: Product development, sensitization and community involvement, reception structure, technical and management abilities and the management of tourist activity quality.*

*3 – The main points that were arranged in São Francisco Xavier were: Sensitization and Empowerment. A good example is the courses that are being given to 64 entrepreneurs and their employees who are part of the project.*

*4 – The main benefit is the combined development of the region. Tourism is a group activity, where one city complements the other, without being contestants. Consolidate the destination and the brand “Mantiqueira Circuit” is going to be the best advantage in the medium and in the long term.*

*5 – There are some studies made by the Environment Secretary of São José, but for this project, there was not a specific study. One point is that we have to take into consideration that the tourists' growth in these cities might lead to an awareness campaign. For the 2009 project, a study of this impact will be important.*

The pieces of information presented above are consistent with the promotional material that was studied.

## Conclusion

According to everything that was analyzed and the results of our interviews, one can conclude that there is a concern about tourism sustainability in the city of São Francisco Xavier, within the project of Mantiqueira Circuit. This concern can be seen not formally only (written project, texts in the promotion material), but as well as in the actions (teachers' workshops, folder to public schools students, and the integration of the cities via a circuit partnership).

However, when we talk about sustainable tourism, there are some issues that still need to be worked on. One of them, which was rather clear during our interviews, specially with residents and entrepreneurs, is the lack of information for the community itself about the existence of the circuit and its main goals within the city limits. This is a clear factor that shows the isolation of São Francisco Xavier's population about some important decisions that will somewhat interfere in their lives.

Hence, it is noted that there was no residents' participation in the organization of the project. This was anticipated in the formal registration of the works presented by SEBRAE, where *sensitization* and *involvement* of the community were shown, but there was never a proper participation. According to the dictionary "sensitize" is "to make sensitive or hypersensitive". How could this be possible without a real participation of the residents in the circuit? And also, there is not "involvement" of the community if it is only seen as a listener or an observer. Being aware of responsible tourism is not enough: there must be a participation of everybody involved in the project.

Meanwhile, the research determines that the residents of the city, as well as part of the interviewed entrepreneurs, have a responsible attitude towards the tourists and the environment. Not only the interviews suggest this fact, but also the presentation of the city: clean, without anything written on the walls, with its monuments taken care of and also hospitable. Hence, there is a proper public to the development of a tourism practice that favors everybody: residents, environment, tourists and entrepreneurs. What is missing, inside the city, is a more welcoming and responsible public policy, thinking about its meaning the way we are using here: socially fair, economically possible and ecologically correct.

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