



ACADEMY OF TRAVEL & TOURISM

AVT-BRAZIL

2005



2005 Aldo Papone Conference Brazil Case Study

**Adventure Tourism
within the Eastern Region
of São Paulo State**





amadeus



Introduction

- Adventure Tourism Within the Eastern of São Paulo State
- Teachers from the Municipal Public School System of São José dos Campos
- The historical heritage of this region, encompassing both traditional cultures and economic importance as well as natural attractions
- 727 participating students and teachers from four schools
- 945 km travelled by 230 students



Main Case Study Issues

Does the Eastern Region of São Paulo State fulfill its potential for Adventure Tourism?

Within the Eastern Region of São Paulo State, is São José dos Campos an important center, for outsiders and locals, for the practice of Adventure Tourism?



Adventure Tourism

- Considering as a principle that Adventure Tourism is one of the pillars of Ecotourism
- has been gaining the status as a separate entity from Ecotourism
- can be practiced in natural, rural and urban environments



The Eastern Region of São Paulo State

- Located in the extreme northeastern part of the state of São Paulo
- includes all the counties from São José dos Campos to the borders of 2 Brazilians the states of Minas Gerais and Rio de Janeiro
- is currently going through a regionalization process involving a consortium of counties similar in their geographical, historical, cultural, economical and religious characteristics

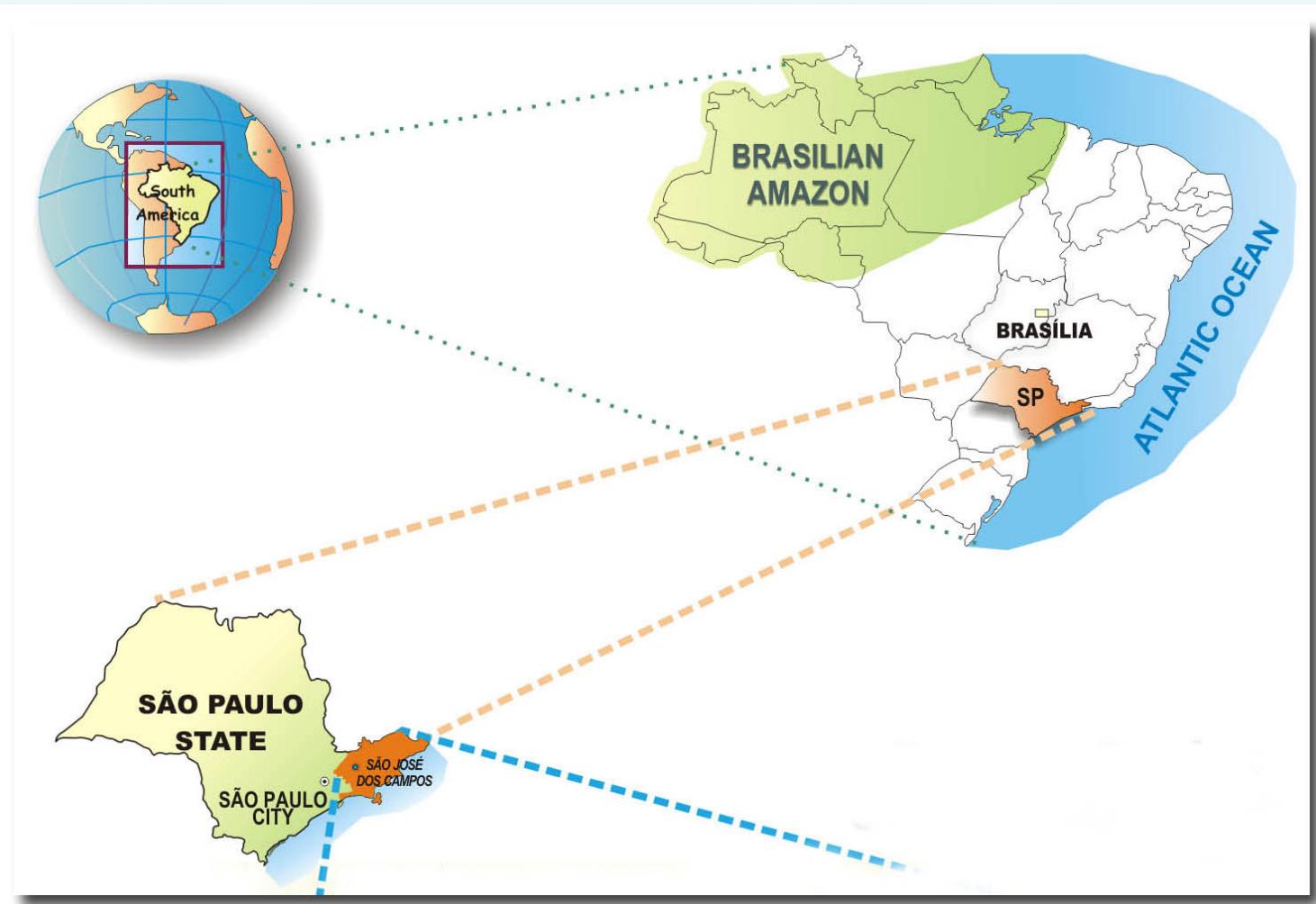


The Eastern Region of São Paulo State

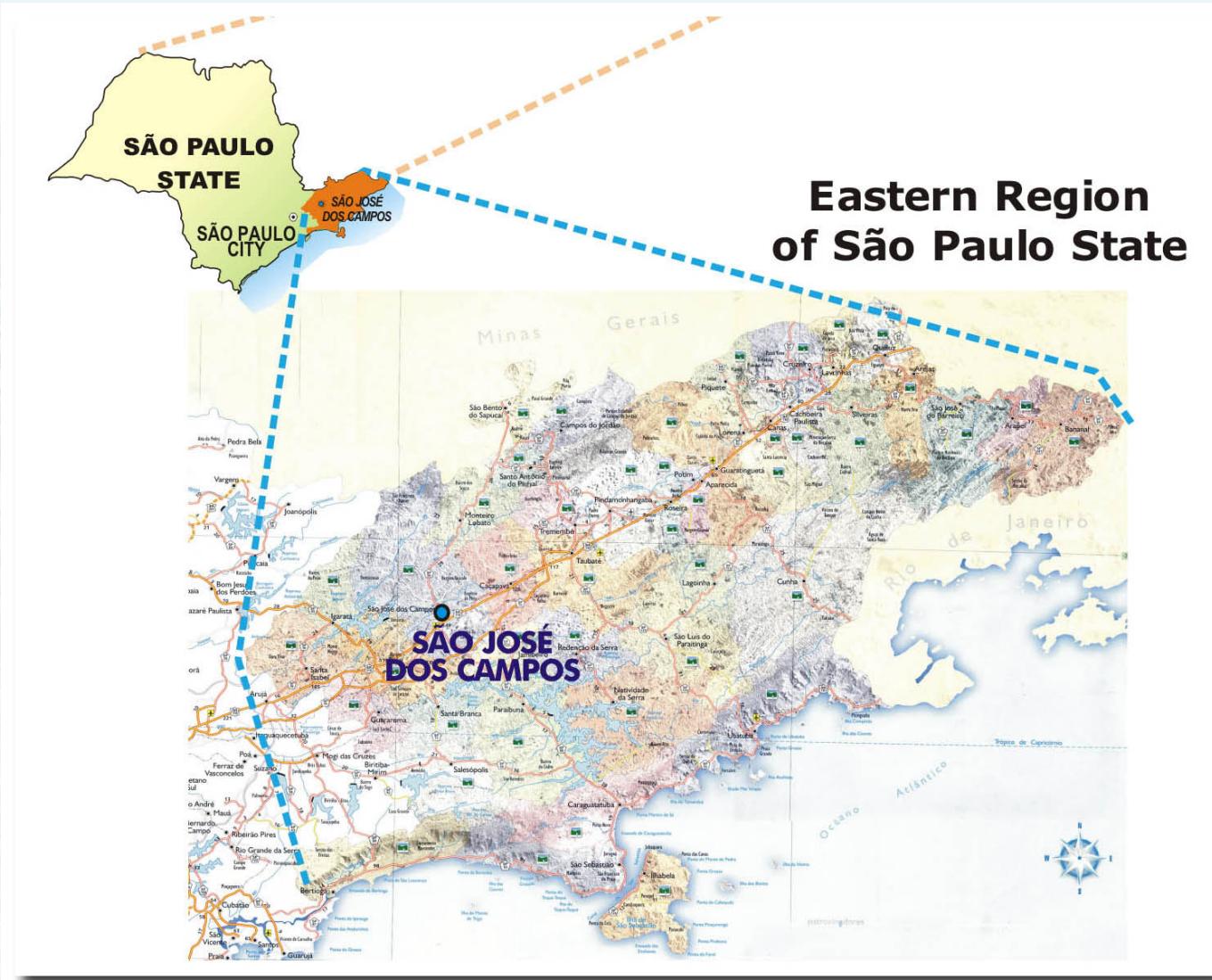
- These towns of the state of São Paulo reach the Mantiqueira Range on the border with Minas Gerais, Rio de Janeiro and the Coastal Range, on the north coast of the State of São Paulo
- Three urban centers subdivide the Eastern Region of São Paulo State in terms of economic, environmental and cultural and historical traditions



Localization

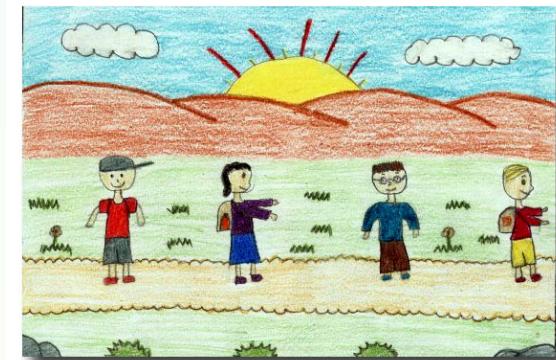


Localization



Case Study Data

- 43 counties in the area
- More than 2 million people live there
- great touristic potential, and important economic area between 2 main cities: São Paulo and Rio de Janeiro



The Eastern Region of São Paulo State

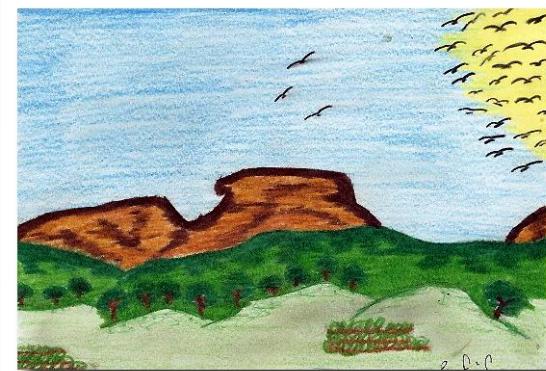
Higher Paraíba Circuit: Paraibuna, Guararema, Lagoinha, Santa Branca, Natividade da Serra, Redenção da Serra and São Luiz do Paraitinga. These are counties which have maintained their cultural traditions intact, such as folkloric festivals. They are located in a region of high planes with rivers appropriate for different water-based activities and they also contain natural environments with tourist attractions



The Eastern Region of São Paulo State

Mantiqueira Circuit: Campos do Jordão, Santo Antonio do Pinhal, São Bento do Sapucaí, São Francisco Xavier (district of São José dos Campos) and Monteiro Lobato.

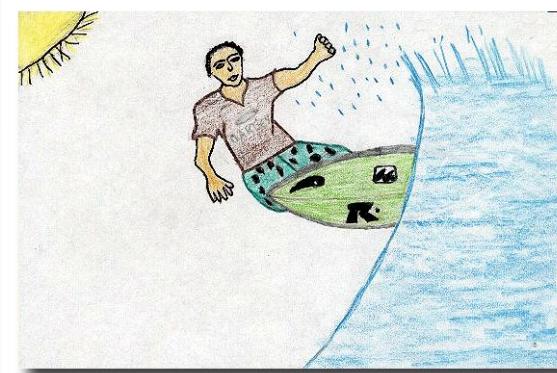
Counties are located on the top of the range and have views and a climate that suits the kinds of Adventure Tourism practiced in higher regions as well as trekking in dense forest.



The Eastern Region of São Paulo State

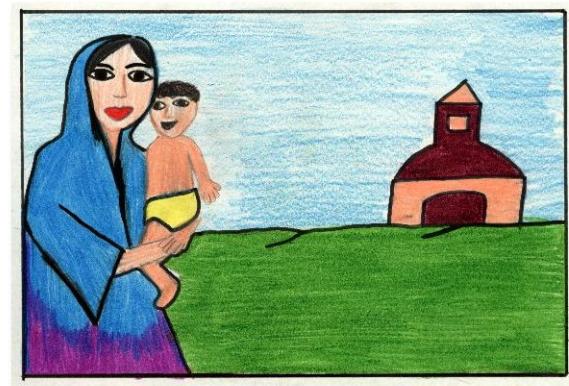
Green Coast Circuit: Caraguatatuba, São Sebastião, Ubatuba, Ilhabela and Bertioga.

This is a coastal region with beaches and sea suitable for diving and water-based sports. Moreover, it contains areas of well-preserved forest on the slopes of the Coastal Range, very close to the coastal lowlands.



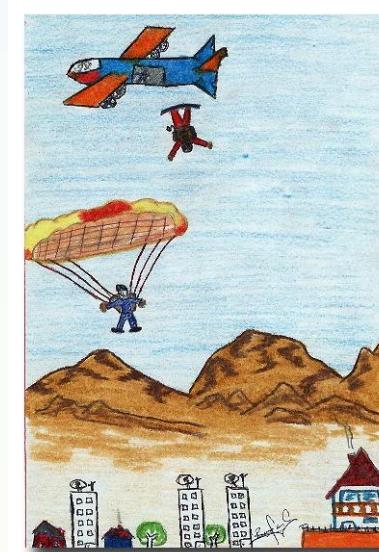
The Eastern Region of São Paulo State

The Faith Circuit: Aparecida, Guaratinguetá, Tremembé, Roseira, Cachoeira Paulista and Pindamonhangaba. The name of this circuit is due to the constant religious pilgrimages, mostly to Aparecida county, where the N.S. Aparecida Basilica is located. N.S. Aparecida is the patron saint of Brazil.



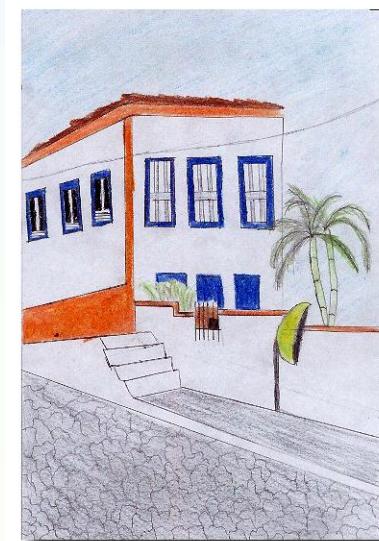
The Eastern Region of São Paulo State

Cultural Technology Circuit: São José dos Campos, Pindamonhangaba, Caçapava, Taubaté and Jacareí. This circuit of counties concentrates a large volume of economic and tourist activities in the region dedicated to business.



The Eastern Region of São Paulo State

Historical Valley Circuit: São José dos Campos, Bananal, Arapeí, Areias, Silveiras, Cunha and Queluz. These counties have varying landscapes and activities, but they share some preserved historical-cultural characteristics, for example concerning architecture and handcrafts. They also have parks with infrastructure for tourism and natural areas suitable for the practice of outdoor activities.



The Eastern Region of São Paulo State

- It is interesting to note that some towns appear in more than one circuit. This is due to the fact that they possess several potential characteristics that can enrich different circuits at the same time, sometimes in completely different ways
- consider that 60% of its territory is an Environmental Preservation Area (EPA)



The Eastern Region of São Paulo State



Circuits - Areas and population

Mantiqueira Circuit		
County	Area (km ²)	Population (Inhabitants)
Santo Antonio do Pinhal	141	6 095
São Bento do Sapucaí	257	11 207
Campos do Jordão	290	47 903
São José dos Campos	1142	589 050
Piquete	170	15 431
Pindamonhangaba	746	138 320
Monteiro Lobato	338	3 736
Total	3084	808 742



Circuits - Areas and population

Higher Paraíba Circuit		
County	Area (km ²)	Population (Inhabitants)
Paraibuna	810	18 096
Guarema	262	23 927
Lagoinha	257	5 122
Santa Branca	289	14 397
Natividade da Serra	848	7 205
Redenção da Serra	317	4 067
São Luiz do Paraitinga	737	10 417
Total	3520	83 231



Circuits - Areas and population

Faith Circuit		
County	Area (km ²)	Population (Inhabitants)
Aparecida	122	35 754
Guaratinguetá	734	110 323
Tremembé	185	38 543
Roseira	121	9 788
Cachoeira Paulista	277	29 254
Pindamonhangaba	732	138 320
Total	1811	361 982



Circuits - Areas and population

Cultural and Technological Circuit		
County	Area (km ²)	Population (Inhabitants)
São José dos Campos	1142	589 050
Pindamonhangaba	746	138 320
Caçapava	378	81 298
Taubaté	627	262 251
Jacareí	463	205 360
Total	3356	1 276 279



Circuits - Areas and population

Green Coast Circuit		
County	Area (km ²)	Population (Inhabitants)
Caraguatatuba	484	92 283
Ubatuba	711	76 847
São Sebastião	479	70 427
Ilhabela	336	24 580
Bertioga	463	39 565
Total	2473	303 702



Circuits - Areas and population

Historical Valley Circuit		
County	Area (km ²)	Population (Inhabitants)
São José dos Campos	1 142	589 050
Bananal	620	10 041
Arapeí	138	2 787
Areias	304	3 762
Silveiras	412	5 616
Cunha	1333	22 899
Queluz	242	8 770
Total	4191	642 925



Circuits - Areas and population

Rural Cultural Circuit		
County	Area (km ²)	Population (Inhabitants)
Tremembé	185	38 543
Caçapava	378	81 298
Taubaté	609	263 251
São Luiz do Paraitinga	737	10 417
Natividade da Serra	848	7 205
Redenção da Serra	317	4 067
Lagoinha	257	5 122
Santa Branca	289	14 397
Total	3620	424 300



The search for answers to the Case Study issues

- Classroom production
- Research beyond the classroom
- The "Prof. Palmyra Sant'Anna" school field trip
- The "Prof. Hélio Augusto de Souza" school field trip
- The EMEF "Prof. Maria de Melo" school field trip

ROUTE:

São José dos Campos	→→→→→→	Pindamonhangaba
Pindamonhangaba	→→→→→→	Tremembé
Tremembé	→→→→→→	Santo Antonio do Pinhal
Santo Antonio do Pinhal	→→→→→→	Campos do Jordão
Campos do Jordão	→→→→→→	São Bento do Sapucaí
São Bento do Sapucaí	→→→→→→	Monteiro Lobato
Monteiro Lobato	→→→→→→	São José dos Campos



Distances (in km) travelled by the students and teachers during visits to the touristic circuits studied by the 4 schools



EMEF PROF. PALMYRA SANT'ANNA
São José dos Campos – Pindamonhangaba: 88 km
Pindamonhangaba - Taubaté: 8 km
Taubaté – Santo Antonio do Pinhal: 29 km
Santo Antonio do Pinhal - Campos do Jordão: 19 km
Campos do Jordão – Monteiro Lobato: 47 km
Monteiro Lobato - São José dos Campos : 35 km.
****TOTAL: 226 km****

Distances (in km) travelled by the students and teachers during visits to the touristic circuits studied by the 4 schools



EMEF PROF. HÉLIO AUGUSTO DE SOUZA

São José dos Campos - Represa do Jaguari: 24 km

Represa do Jaguari - Monteiro Lobato: 59 km

Monteiro Lobato - São Francisco Xavier: 23 km

São Francisco Xavier - São José dos Campos: 57 km.

TOTAL: 163 km



Distances (in km) travelled by the students and teachers during visits to the touristic circuits studied by the 4 schools



EMEF PROF. MARIA DE MELO

São José dos Campos - Paraibuna:
36 km

**Paraibuna - Redenção da Serra:
94 km**

Redenção da Serra - Natividade da Serra: 21 km

Natividade da Serra - São Luiz do Paraitinga: 55 km

São Luiz do Paraitinga - Lagoinha:
24 km

Lagoinha - São José dos Campos:
104 km.

TOTAL: 334 km

Distances (in km) travelled by the students and teachers during visits to the touristic circuits studied by the 4 schools



EMEF PROF. MARIA DE MELO

São José dos Campos - Roseira:
68 km

Roseira - Aparecida: 13 km

Aparecida - Guaratinguetá: 5 km
Guaratinguetá - Cachoeira Paulista: 26 km

Cachoeira Paulista - São José dos Campos: 110 km.
TOTAL: 222 km

The search for answers to the Case Study issues



Answers to the Case Study Issues

We need to emphasize that the nomenclature "Eastern Region of São Paulo State" is recent and not yet in widespread public use. In the attempt to draw together the counties of the Mantiqueira Range, the Paraíba Valley, the Costal Range and the North Coast, the region has been undergoing a new regionalization process organized by the state administration, and in practice this had not yet been definitively established



Future perspectives: study are located between Rio and São Paulo means great potential for growth



The tourist industry, within this new regionalization process, is also seeking to reorganize itself through partnerships between counties, which can be along similar geographical, historical or cultural lines. Thus city administrations, through their tourism departments, have been trying to strengthen their tourist circuits which are still being adapted and readjusted, according to their possibilities and available or potential activities within this special focus.



- A recent growth in the hotel network;
- An increase in the number of specialized stores selling equipment for Adventure Tourism;
- An increase in the number of businesses and promotional events companies and companies performing activities related to Adventure Tourism;
- Creation of consortiums between counties for the purpose of fomenting tourism;
- Contracting of technical assistance by the city halls of counties for the organization of tourism;
- Expansion in the number of higher education and technical courses in the area of Tourism.



To highlight the kinds of Adventure Tourism already practiced within the Eastern Region of São Paulo State, here are some examples:

- Wakeboarding in Igaratá
- Rafting in São Luiz do Paraitinga
- Mountaineering in São Bento do Sapucaí
- Ballooning and canoeing in Pindamonhangaba
- Hang gliding and parachuting in Guaratinguetá
- Trekking in São José do Barreiro
- Tree climbing in Campos do Jordão
- Surfing in Ubatuba
- Sailing Ilhabela
- Inner tube rafting in Paraibuna
- Aquaride, trekking, cascading in São José dos Campos



Suggestions for Activities to be developed

- a) Meetings for the integration of AVT students;
- b) Lectures by professionals from the tourism industry for the students;
- c) Creation of a business project to be presented at the Business Fair (we intend to create an NGO dealing with Adventure Tourism that acts within the Eastern Region of São Paulo State);
- d) Visits to places where Adventure Tourism is practiced;
- e) Practice of some kinds of Adventure Tourism;
- f) A round table discussion with researchers from the universities of the region in order to widen the debate even further.



Photos



The Aldo Papone AVT Team: General Coordination

- Dr. Regina Araujo de Almeida

Colaboration

- Jacqueline Myanaky
- Marcelo Machado da Silva
- Silvânia Soares
- Waldirene Ribeiro do Carmo

Coordination in School

- Aida Maria Cachoni Mamud Godoi
- José Antônio Braga Barros

Teachers Coordinators

- Adilson Dimas dos Santos
- Dagmar Schimithberg de Oliveira
- José Antônio Braga Barros
- Maria das Graças Baldin Bitencourt

Advisors

- Carolina Paradelas Vilas Boas
- Josenaide de Castro M. Magalhães
- Sandra Maria Candela Moreira
- Dilsa Ramos Nogueira

Special Thanks

- Teacher Wellington Nunes Souza
- Ana Carolina da Silva



Participating schools and number of students

“Prof. Hélio Augusto de Souza” = 111

“Prof. Maria de Melo” = 222

“Prof. Mercedes Rachid Edwards” = 172

“Prof. Palmyra Sant’Anna” = 222

Teachers Involved

- Adilson Dimas dos Santos
- Dagmar Schimithberg de Oliveira
- José Antonio Braga Barros
- Maria das Graças Baldin Bitencourt

Organization and Preparation

- José Antonio Braga Barros

Pedagogical Team

- Carolina Paradelas Vilas Boas
- Josenaide de Castro M. Magalhães
- Sandra Maria Candela Moreira
- Dilsa Ramos Nogueira

Curriculum Orientation

- Aida Maria Cachoni Mamud Godoi

Special Thanks

- Teacher Wellington Nunes Souza
- Ana Carolina da Silva



The end



