



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: Preserving Memory and establishing partnerships

Destination Name: *(include any state, province or region)*

Rio Negrinho, Santa Catarina

Country: Brazil

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Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* GOAL 17: Partnerships to achieve the Goal

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



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Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

In Rio Negrinho the Steam Locomotive started to operate in the beginning of the 90's when railroad enthusiasts and locomotive lovers created the first commemorative tours in the city, with a small composition and a Steam Locomotive. Within this movement the Maria Fumaça Club was created, a small group of enthusiasts devoted to preserve memory and heritage of the local railroad. This group evolved into the Brazilian Association of Railway Preservation South Region

The railway heritage present in Rio Negrinho City is unique in the country, having the only operational "Mallet" type locomotive in Latin America. Another highlight of the collection is the presidential passenger car, which was used by the president Getúlio Vargas during his government. Preserving the memory of a destiny is a way to exalt the local characteristics without losing its essence. This was a challenge for Rio Negrinho as a tourist destination.

However, despite being a relevant tourist attraction, it still didn't integrate effectively the various actors of local and regional tourism. Beyond the challenge to construct an aggregator product, was necessary to articulate all the touristic destinations involved, as the locomotive tour starts in Rio Negrinho (where the operator office is based), passing through São Bento do Sul until arriving in Corupá.

For this purpose, the existing governance in the Quiriri Intermunicipal Consortium was sought, through the Executive Committee for Regionalization of Tourism to organize this and other regional tourist attractions in a regional manner. The objective of this Executive Committee is precisely to order tourism in a regional way, developing in a sustainable way all the destinations involved.

Methods, steps and tools applied

Through the Quiriri Intermunicipal Consortium, Rio Negrinho became a signatory to the UN Global Compact and Sustainable Development Goals. Since 2017 the city plans and works the tourism with a regional approach, in order to be established as a sustainable destiny, planning long term actions and good practices in business.

With the beginning of the tourism regionalization through Quiriri Intermunicipal Consortium in 2017, four neighboring cities initiated a process of articulating tourism and regional integration, fostering partnerships between the public and private sectors. As a result of this organization, the Regional Tourism Plan Of Quiriri Destination was created. The dismemberment of this plan designated which regional touristic products would be prioritized. Among these products, it was defined that the tour of the Serra do Mar Train should be one of the regional products with priority, even though being operated by the private sector. Along with the Serra do Mar Train, regional planning prioritized cycling tourism in the Circuito das Araucárias de Ciclismo (<https://circuitodasaraucarias.com.br/>).



A relevant aspect of the train tour is the fact that it passes by three different destinations, making the tour a product that integrates the region, which generates a positive economic impact in the three cities.

From 2018, with the cities integration of Quiriri Intermunicipal Consortium and the partnership with the locomotive owners, the train tour changed its scope and invested in professionalization. After organizing the tourist product, with strengthened local and regional partnerships, the tourist product of the train ride developed.

The performance of the Quiriri Consortium, in addition to organizing regional tourism, promoting activities that promote the preservation of cultures and cleaner food (through Agrotourism), specifically in this case, occurred in conjunction with the train operator to modernize the tour by train. The generation of new partnerships has the capacity to increase the circulation of foreign exchange through the territory, benefiting more actors directly and indirectly. In this way, the economic sustainability of the actors is increased, making the tour more of a source of income for these actors.

Key success factors

1. The organization of local tourism in conjunction with other destinations of the Quiriri Intermunicipal Consortium was essential for the development of tourism in Rio Negrinho, making it possible to carry out several coordinated actions for the common good.
2. The professionalization of Maria Fumaça's production chain was essential for establishing a network of partners and fostering the local economy.
3. The definition of strategies that served all four municipalities in the consortium was one of the challenges to be overcome. From the regionalization process, it was possible to make regional tourist products more robust and marketable.

Lessons learned

The organization of the tourist destinations of what currently became the Quiriri Intermunicipal Consortium used to be made isolated and without medium and long term plans for sustainable development. Since the regional articulation, the destinies of Rio Negrinho, São Bento do Sul, Campo Alegre e Corupá established a local tourism base and started to work together. This approach enabled consortium members to dedicate more effort on developing common touristic projects.

Fostering regional tourism has expanded the scope of tourism development in all municipalities, activating the network of partners to carry out the most varied activities, such as the train ride, the Araucária Circuit of Cycling and various events carried out through partnerships. The main characteristic of the Consortium's work for tourism is the strengthening of partnerships that generate economic development for those involved, thereby increasing the economic and social sustainability of the actors in tourism who effectively work together with the Consortium. As a public organization, the Consortium is responsible for fostering and articulating partnerships for the sustainable development of tourism, such as increasing the economic sustainability of actors through the tourism production chain and environmental sustainability when promoting agrotourism and clean food.

Another factor that was essential for this initiative was the reestablishment of the locomotive tour by



the railway operator. The reorganization was necessary for the tour to become economically sustainable. In addition, the establishment of the necessary partnerships for the train operation was primordial for creation of a productive chain around the tourist train, involving engineering, mechanics, food, accommodation, crafts organizations, among many others.

Results, achievements and recognitions

Before the new model of train ride, the touristic railway operator had only one partnership in São Bento do Sul where lunch was served. The new tour model involves a whole network of partners, professionalizing the production chain locally and allowing the participation of new actors. The new tour includes: the touristic train operator, the transport enterprise, the restaurant in typical Polish community in São Bento do Sul, the Colonial Breakfast in Rio Negrinho, served in a rural property, the Corupá Banana Shop, the booking travel agency, and artisans from São Bento do Sul; that indirectly generate positive impacts on the hotel sector and other coffee shops, restaurants and local attractions that are also visited because of the tour.

The colonial cafe in Rio Negrinho also improved its structure to offer new experiences to customers, inserting a tractor ride through the native forest present in the property, fostering the feeling of environmental preservation in visitors.

With the reorganization of the train tour, the new tourist product started to offer, besides the train ticket, experiences during the tour added value to the business, with the addition of cultural activities and gastronomic attractions, activating the network formed.

The economic impact generated with the new business model, that involves partnerships with public and private organizations meets the premises of the 17th Sustainable Development Goal: Partnerships for the goals. This SDG prizes to cooperated actions between the actors aiming at sustainable development.

Thinking about the tourism product in a regionalized way allows more tourism actors to be involved in the process, thus increasing partnerships. As a signatory to the Sustainable Development Goals, Rio Negrinho and the Quiriri Consortium need partners who work together to achieve the SDGs. For both economic and environmental development, partnerships are essential.

The new tour formation qualified the entire production chain related to the tourist train, increasing the number of direct partnerships to 6 agents and indirectly the actors inserted in the territory of Consórcio Intermunicipal Quiriri, reaching 49 means of accommodation, 142 food and beverage establishments and 40 rural tourism and family farming properties.

Another positive aspect resulting from this movement is the engagement of the City Tourism Council, which since then started to have more participation and representativeness. Another important action was the creation of a new brand for the city of Rio Negrinho. This project brought together more than 20 public, private and third sector entities to discuss local tourism.

Regionally, at least 10 training and planning events took place involving more than 30 entities,



between trade associations, chamber of shopkeepers, universities, city tourism councils, cyclist associations and others.

In recognition of the regionalization project, the Quiriri Intermunicipal Consortium was indicated to the Muniência Award, being among the 10 best in the category of innovative cities according to the National Confederation of Municipalities. because of that, our case will be published in a national guide for good practices, which will be distributed to all municipalities in the country.

The train ride contributes to regional development and promotes the qualification of the regional tourist offer. The tour stimulates the work of banana growers in the Quiriri region, who are nationally recognized as producers of the sweetest banana in Brazil. During the tour, several banana products are sold, strengthening the regional identity. In addition, the preservation of the environment in the properties through which the tour passes is extended to receive tourists with higher quality and greater added value.

In order to reduce the environmental impact of the tour, the train operator uses reforestation eucalyptus wood as fuel, instead of coal. The choice for this raw material was due to the large amount of reforestation in the region.

Thus, through the change in the train ride, all partners had their businesses positively impacted, stimulating the qualification of the enterprises and services provided. The increase in the production chain through the train ride has resulted in greater economic sustainability for the participants, and has also encouraged the adoption of better environmental practices, such as offering tours to contemplate the local nature.

In general, in addition to developing the region as a whole, the new train ride enables an expanded tourist experience for tourists.

Additional references

Destinos do Quiriri Region: <https://destinosdoquiriri.com.br/>

Quiriri Intermunicipal Consortium: <https://quiriri.com.br/>

Circuito das Araucárias de Cicloturismo: <https://circuitodasaraucarias.com.br/>

Muniência Award: <http://www.muniencia.cnm.org.br/iniciativas/votacao>

Docs and Pictures of the Good Practice:

<https://drive.google.com/drive/folders/1ky67UJlKg9n9x2uS9oqnEIBCyIPK3-wB?usp=sharing>

