



# 2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: **Rolante Cycling Tourism**

Destination Name:

Rolante – Rio Grande do Sul

Country: Brazil

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Position: Tourism development coordinator

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)* Click or tap to choose

\*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

The cultural and natural characteristics of the city of Rolante attract many visitors throughout the year. The existence of considerable extensions of Atlantic forest, waterfalls, rivers and mountains brings a large number of people, eager to enjoy the climate, the countryside culture and nature of the town. These visits, however, were characterized by a short stay (less than a day) and the fact that visitors did not consume in local businesses, bringing from their cities of origin the resources they needed to spend the day. Means of accommodation and food services were unmotivated by the situation, as well as the local population felt uncomfortable by the lack of care of visitors with the attractions, which often left garbage scattered, damaged the vegetation and disturbed the peace of the localities. However, there was a type of visitor who was more aware of the local community and the environment, and who frequented the municipality in search of its paths and landscapes: the cyclist.

The use of bicycles for leisure purpose is a practice widely used by people from Rolante, given the good conditions of the rural roads and the beautiful landscapes that we have here, not to mention the diverse natural and cultural attractions present in many points of the town, which ended up drawing attention bikers from other cities and began riding in Rolante.

The practice of cycling tourism, in addition to being healthy for the practitioner, requires low investment costs and does not pollute the environment. In addition, the cyclist is usually a traveler with good education and income and more attentive to the social, economic and environmental issues of the place he visits, contributing to its preservation and development.

For these reasons, the municipality of Rolante decided to invest in bicycle tourism as a sustainable alternative to promote tourism, reinforcing its commitment to the Millennium Sustainable Development Goals - SDGs, especially objectives 8, 11 and 12. The initiatives and projects implemented they gave visibility to the municipality, placing it on the map of Brazilian cycling tourism, increasing the number of visitors, moving the trade and strengthening the local economy.

### Methods, steps and tools applied

Initially, a working group formed by cyclists from the municipality and people who knew the region was set up to discuss the route and needs of the itinerary, using the European Valley Circuit of Santa Catarina as a model.

Strategic stopping points were defined, where the cyclist could get information about attractions and services, purchase local products and stay overnight.

After defining the roadmap - which includes the municipalities of Rolante, Riozinho and São Francisco de Paula -, the group brought together business people and public managers from the three towns to present the proposal and the identified needs (definition of the name, signaling the circuit, adequacy of the roads. Thus, the Waterfalls and Mountains Cycling Tour was born, a 123 km long regionalized and self-guided tour that has as its attractions the mountainous landscapes and the visit to waterfalls.

As three municipalities worked together to mobilize entrepreneurs and without signaling cost rate in road maintenance, while cyclists and local entrepreneurs formalized the Associação dos Amigos do Circuito Cascatas e Montanhas - AMICAM, responsible for communication and test surveillance.

As a way to disseminate the itinerary and encourage the use of the bicycle as a means of transport,



including for leisure, several projects and actions were created, such as: definition of Rolante as **“Cyclist Friendly City”** and definition of **“Cyclist Day”** ; creation of a Service Point for cyclists that has adequate infrastructure to receive them; offering a **“Bikes Maintenance for Women”** course, catering to the growing female audience; beautifying the city through the **“Bike in the Garden”** project, where disused bicycles are renovated and ornamented; creation of the **“Cyclophotography”** category in the photographic contest **“Um Olhar Sobre Rolante”**; creation of the **“Cuca Galáctica”** (that’s a sweet bread very famous in our region) in honor of cyclists; and the organization of mountain bike events, such as **“Sul Bike Race”** and **“Desafio das Montanhas”**. Also included in the Urban Mobility Master Plan are the expansion, interconnection and construction of bike lanes and cycle lanes, in addition to the installation of warning signs advising drivers on the circulation of cyclists and cyclists in the interior of the municipality.

#### Key success factors

Cooperative work between city halls, Amicam and entrepreneurs; low investment cost for creating the script; growth in the number of cyclists and in the world; community involvement in the proposed actions and projects.

#### Lessons learned

One of the main challenges faced is in terms of maintaining the Circuit, both in terms of signage (which suffers from vandalism) and the roads. Therefore, the AMICAM has mediating the relationship between local governments of the three municipalities and performed the periodic verification of the circuit, making the necessary improvements to the public power supply.

It was also necessary to raise awareness among entrepreneurs of the adjustments to receive the cyclists as provide a safe place to store the bikes or washing them and others.

Among the current challenges is the creation of new products that make it possible to increase the permanence of the cyclist in the region, as well as the implementation of the projects of the Urban Mobility Master Plan.

#### Results, achievements and recognitions



The Waterfalls and Mountains Circuit was featured in the Award "Winners Agribusiness", receiving the trophy TrêsPorteiras of the Federação das Associações Comerciais e de Serviços do Rio Grande do Sul (Federasul).

The actions and projects gave visibility to the destination, increasing the flow of cyclists, which led to the creation of new ventures and kept open those that already existed. The construction, expansion and interconnection of bike lanes, provided in the plan for Urban Mobility, will benefit both tourists and residents themselves, ensuring safety in their rides, encouraging the use of bicycles.

#### Additional references

<http://cascatasemontanhas.com.br/>

<https://www.facebook.com/circuitocascatasemontanhas>

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