



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: Social and Environmental Actions in Tibau/RN 's Schools

Destination Name: *(Tibau, Rio Grande do Norte)*

Country: *Brazil*

Submitter name: *Madilene Félix Lopes*

Email address: *secturismotibau@gmail.com*

Position: *Municipal Secretary of Tourism*

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

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

Issues faced

What was the problem/issue solved with the good practice?

The city of Tibau located on the White coast of the State of Rio Grande do Norte/Brazil is considered one of the most visited tourist destinations in the Region. In this context, the large tourist flow, especially in high season, has caused concern about the negative impacts that tourism can cause to the environment and the local community with negative reactions to environmental, cultural, economic and social aspects. However, the environmental conditions of the destination, give Tibau a differentiated tourist offer in the region, there are approximately 7 km of coastline that beaches that allow bathers safety and tranquility, which attracts a considerable public in the summer season. With this scenario, the Technical Chambers: Education, Culture and Environment of the DEL Turismo Program of SENAC/RN and municipal tourism board, discussed alternatives to work on environmental awareness with schools in the municipality and local tourist reception, which culminated in joining efforts, in the with the aim of working on a tourist and environmental awareness action in the destination, based on actions that strengthen the environmental awareness of the community and the actors involved in the tourism activity. With this, the Environmental Education Week in Tibau Schools was developed in 2021 as a way to strengthen environmental education working with the public of young people and children, understanding education as an instrument for transforming social life. In addition, education is responsible for the change we want for Tibau's destiny. As a result of this partnership, the project was articulated in the Technical Chambers of the DEL and COMTUR Program with the support of NGOs that work in the preservation of nature in the destination region, such as the PCCB Project – Cetacean Project of Costa Branca and Environmental Monitoring Center – CEAMAM. The moment was relevant to discuss within the Technical Chambers of Environment, Education and Culture the actions of the proposal, having as main objective the environmental awareness of the students with pedagogical practices in the local community. The city of Tibau, through the Municipal Department of Tourism, has been carrying out several actions to strengthen local tourism in a sustainable way, based on the environmental preservation of natural resources. With a strong appeal for tourism, Tibau has experienced an intense process in recent years in the exploration of tourist activity, which has raised concern about the negative impacts that tourism may cause to the destination. With this, came the idea of working on environmental awareness in the destination of Tibau, in order to involve the environmental theme in the curricular offer of schools in the municipality, as well as in actions in the community. In this sense, the proposal will make it possible to work on Environmental Education in a continuous and permanent way, as foreseen in the PNEA - National Environmental Education Policy, law 9795/1999. In addition, encouraging Environmental Education as a cross-cutting theme, based on a complex of actions, since they cannot be partially addressed. Therefore, it is essential to work on environmental education, with an emphasis on the students' learning process, activities developed by educators in the municipality and local community in favor of the preservation of natural resources. In this perspective, the tourist and environmental awareness project will strengthen the environmental theme by disseminating responsibility for the preservation of the environment.





Methods, steps and tools applied

How was the good practice implemented?

The action had as a method to work the environmental theme in the schools of the municipality, from practical activities such as the release of turtles, cleaning efforts on the edge and educational blitz during the summer period. The actions addressed regional biodiversity issues in a lecture format, reinforcing the need for ecosystem sustainability. The first planning meetings of the Technical Chambers took place in October and November 2021, with the validation of the Environmental Education Week to take place in December 2021. The first moment took place on December 08 and 09, 2021, with a lecture at the Schools: Senador Dinarte de M Mariz State, Rui Barbosa State School and Sagrado Coração de Jesus Municipal School. On 12/09, the Oliva Turtle, rehabilitated by the Cetaceos white coast Project (PCCB) team, was released. The moment was attended by the Secretary of Tourism of Tibau Madilene Felix Lopes, representatives of the Tourist Trade, local community and students from the school contemplated in the action. On this date, the implementation of the tourist and environmental awareness project in schools was started, whose main objective is to work on environmental awareness in the community. The action is part of the environmental awareness program pointed out during the elaboration of the Strategic Map of the Municipality of Tibau, having as a partner to carry out this moment the Cetacean Project of Costa Branca, Municipality of Tibau, Senac/RN National Network DEL tourism and municipal tourism board.

Key success factors

What helped you tackle the issues?

The level of engagement of local actors participating in technical chambers, schools, students and NGOs to participate in socio-environmental actions that reflect improvements in the destination's environmental quality. All the articulation generated during the actions involving the sectors of schools, government institutions, NGOs, companies in the tourist trade and the local community with the support of municipal tourism board. It is worth noting, including during the COMTUR training in 2021, one of the actions was to carry out a cleaning effort on the waterfront with volunteers from different areas and members of the collegiate and representatives of the tourist trade and CETACEOS Project of white coast. It is worth mentioning, as a determining factor, the inclusion of the environmental theme in the planning of local tourism, which is a proposal to promote sustainable development for the destination. In this aspect, the actions reinforced an acceptance of those directly involved, as well as the local community in the search for environmental preservation. In addition, the project envisages actions throughout the year in the school, community and interaction with tourism companies, promoting an opportunity to improve their environmental performance through the implementation of actions to improve solid waste management.

Lessons learned





While implementing the Good Practice what challenges were faced, and how were they overcome?

He main challenge of the project's proposal was the difficulty in working on environmental awareness in the local community, emphasizing the need to insert the environmental theme in the curricular structure of schools in the city. In addition, to mobilize education professionals regarding the importance of articulating the portfolios for the execution of the project, considering the strong tourist appeal of the city of Tibau. This fact resulted in a greater interaction of public management with local tourism actors represented by the private sector and the community, based on participatory planning, which was fundamental to work on sustainability in the destination. Another challenge was to effectively broaden the debate on environmental issues. In this way, environmental education responds positively to the local community, public authorities and the private sector, contributing to responsible and sustainable tourism in the destination.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

As a result, the implementation of the theme in schools as a way of strengthening the PNEA – National Environmental Education Policy, law 9795/1999, based on socio-environmental actions that present themselves as a viable alternative to work on the socio-environmental aspects of the destination.

- 1. Work a proposal for Environmental Education in a continuous and permanent way, as foreseen in the PNEA with the inclusion in the PMT – Municipal Tourism Plan of Tibau (2022-2026);*
- 2. Environmental awareness actions of municipal schools through the ecological calendar;*
- 3. Community acceptance and recognition of the site's potential.*
- 4. Practical activities with schools: on the topics (Solid Waste Management, Dunes, Beaches, Traditional Activities of the destination, Culture, Tourism, Regional Biodiversity).*
- 5. Awareness of the local population regarding environmental preservation;*
- 6. Articulation of the environment, tourism, education and cultural aspects of the destination;*
- 7. An opportunity to put the PNEA into operation as one of the premises for working on sustainability in the municipality;*
- 8. Stimulate the natives' belonging to the natural and cultural aspects of the place.*

Additional references





Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

https://www.instagram.com/p/CXgOfuMtBnW/?utm_medium=share_sheet
<https://trello.com/c/yxCLxK4C/73-a%C3%A7%C3%A3o-ambiental-08-e-09-12-21>
<https://trello.com/c/5G85jBZg/74-a%C3%A7%C3%A3o-ambiental-08-e-09-12-21>
https://www.instagram.com/p/CXgOfuMtBnW/?utm_medium=share_sheet
<https://trello.com/c/yxCLxK4C/73-a%C3%A7%C3%A3o-ambiental-08-e-09-12-21>
<https://trello.com/c/5G85jBZg/74-a%C3%A7%C3%A3o-ambiental-08-e-09-12-21>
<https://trello.com/c/5G85jBZg/74-a%C3%A7%C3%A3o-ambiental-08-e-09-12-21>
<https://trello.com/c/p25YAeU9/68-reuni%C3%A3o-escolas-da-rede-municipal-e-estadual-do-munic%C3%ADpio-19-11-2021>
<https://trello.com/c/8pdcABpU/70-reuni%C3%A3o-dia-24-11-21>
<https://trello.com/c/yj2ZThQy/64-reuni%C3%A3o-dia-26-10-21>
https://rn.senac.br//noticias/DEL_Turismoigual_Senac_realiza_treinamento_sobre_gestao_com_integrantes_do_Conselho_de_Turismo_de_Tibau
https://drive.google.com/file/d/1zgdXmkKUY83b4jevW5cNOQUPwV2l1_o/view
<https://wetransfer.com/#~:text=https%3A//we.tl/t%2DhZrJHqToNW>

