



2023 TOP 100

GOOD PRACTICE STORY

Title: My Good Garden

Destination, Country: Bom Jardim da Serra, Santa Catarina, Brasil

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In the category: ☐ Destination Management ☒ Environment & Climate ☐ Thriving Communities
☐ Nature & Scenery ☐ Culture & Tradition ☐ Business & Marketing

The Story in a picture:

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Summary:

Bom Jardim da Serra is the gateway to the Serra Catarinense for those who choose to travel through the spectacular Serra do Rio do Rastro, with its sinuous curves and unique landscape. The municipality is known as the Capital of Waters due to the large number of rivers, waterfalls and streams that rise and flow throughout its territory. Its altitude above sea level gives Bom Jardim da





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Serra one of the most beautiful topographies in the reaching 1,827 meters in altitude at its highest points.

state,

Due

to its spectacular geography, the city has the most beautiful canyons in Brazil, offering visitors a spectacular view. The cold climate provides, in addition to the snow, spectacular landscapes in the preserved fields at the top of the mountain and integration with the São Joaquim National Park.



Good Practice Story:

Destination description

Brief background of the destination.

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Tourism in Bom Jardim da Serra originated with the passage of the tropeiros who made the way from Rio Grande do Sul to São Paulo taking supplies and spices and used the top of the mountain as a stopover. During the 19th and 20th centuries, the Santa Catarina mountain region was still sparsely inhabited and the Indians who lived in the mountain regions and on the slopes were the great guardians of one of the greatest world heritage sites, the Serra do Rio do Rastro. The mountain canyons, fauna and flora resulted in the creation of the national park of São Joaquim in the 1960s, where Bom Jardim da Serra has 18.3% of the municipality in park area, equivalent to 34.5% of the area total of the Park. With temperatures below zero during the winter and with recurrence of snow, in the last two decades tourism has been leveraged as an alternative for income generation, economic diversification and even as a booster for the preservation of one of the largest biomes of the Atlantic Forest of the world. In addition to the world's third largest Araucaria forest. Its economy is still based on agricultural production and fruit growing, with emphasis on apple orchards, which are currently also part of local tourist attractions with harvest and pay, further enhanced in other small properties with planting of strawberries and other red fruits. The development of new tourist attractions, the strengthening of the trade, the creation of local and national events, the positioning for nature tourism and even the promotion of sustainability, have been adopted as local practices to promote tourism, generate income and integrate the community.

Issues faced

Problems/issues solved with the Good Practice Story.

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When tourism began to be developed in Bom Jardim da Serra, two accommodation projects were pioneers in structuring this sector: the Santa Rita farm and the Serra do Rio do Rastro Ecoresort. Structured in the late 1980s and early 1990s, the hotels in the mountains began to gain prominence and contribute to the development of a new local economic activity, further boosting the region. In that cycle, other economic segments feared that new ventures would displace labor, especially in fruit growing. The local community was not fully convinced of the benefits of tourism for the city, however, over time, there was a gradual change in perception, and today Bom Jardim da Serra is a coveted tourist destination throughout the country and it is possible to integration and qualification of the workforce in the different segments. In addition, the great challenge of the projects was aimed at consolidating the city as a destination sought after by tourists, requiring great efforts from entrepreneurs for proper management, integration for the search for financing alternatives and other adaptations to market fluctuations, especially in the periods of seasonality. In addition, the availability of qualified labor is a difficulty faced by activities in the tourism sector, which also leads to a high turnover rate, based on the characteristics of the region. Still in this scope,. The issue of sustainability was also perceived as a major challenge, especially due to the perspectives of

discussion on the subject and the increasingly latent need for tourists to search for destinations and enterprises that not only promote good practices, but even more that communicate them to others. its different publics, in particular for the internal public, including employees. Managing these issues requires additional efforts in hiring, training and retaining talent, ensuring that teams and the destination are prepared and motivated to offer a differentiated experience. The development and consolidation of good practices faces a significant challenge: employee awareness. the relevance of these practices is highlighted, not only for the success of the business, but also for the preservation of the environment and the well-being of the community. In addition, it is essential to create an organizational culture that values and promotes environmental and social awareness.

Methods, steps, and tools applied

Solutions implemented to address the sustainability problems or issues.

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In order to promote the sustainability of the destination and local companies, especially linked to tourism, it is essential to guarantee a constant flow of tourists, and through the participation of the trade and public administration partners, a series of integrations have been developed over the last decades. at fairs, events and other activities to promote the destination, in order to attract tourists to the region, emphasizing the importance of our natural beauties and raising awareness of the different sustainability issues in the destination. One of the references in this movement is the Eco Resort Serra do Rio do Rastro, which has led locally and has even become a reference in other spheres in the movement of good practices for the sustainability and strengthening of the destination. In the environmental sphere, the hotel adopts conscious practices to minimize its impact on the environment. All solid waste produced at the establishment is properly separated and treated. There is the use of compost for the use of organic waste, as well as a water treatment station and a sewage treatment system, in addition to a pond of roots to assist in the treatment of sewage. The quality of the water is constantly monitored, both the one that enters the hotel and the one that is returned to the environment. To promote the sustainable use of water, flushing tanks are equipped with water saving systems. Economic light bulbs are also used throughout the establishment, in order to reduce energy consumption, two vegetable gardens for the production of the main kitchen inputs to enhance gastronomy with local flavors. Gardening is carried out preferably with native plants, valuing local biodiversity. An interesting practice adopted by the hotel is the numbering and cataloging of all the trees present in the areas of the establishment. The growth of these trees, especially the Araucaria, a native species that is of great importance for the maintenance of the Santa Catarina mountain range biome. Every year the trees are measured and the new ones are catalogued, thus expanding the commitment to the preservation and conservation of nature. Still in terms of waste management, the hotel implemented an innovative alternative, crushing glass bottles for proper disposal. These initiatives show the hotel's commitment to sustainability and contribute to preserving the environment and the city. Rio do Rastro Eco Resort actively seeks to contribute to the cultural part and promote meaningful interactions with the community. One of the ways we do this is by receiving students from municipal schools, groups of seniors and the association of people with

disabilities (APAE), allowing them to get to know the structure of the hotel and enjoy an afternoon coffee or activities related to the environment. The hotel shares its best practices with the tourism association of Bonjardim, as the hotel's owner is a founding member of the association and the hotel's physical location has been the stage for regional and municipal events on numerous occasions. These visits provide enriching experiences, promoting education, contact with nature and strengthening ties between the hotel and the local community and awakening to tourism and sustainability. A typical dinner is held weekly in which we highlight music, local culture and regional cuisine. This is an opportunity for guests and visitors to enjoy an authentic experience, valuing the traditions and flavors of the local community. With all these measures, the hotel seeks to maintain responsible environmental management, contributing to the preservation of natural resources and the promotion of sustainability, and has inspired other local enterprises to take important steps in this movement. These approaches reflect the trade's commitment to balancing business growth with protecting the environment and respecting the local community. In this way, the city hall, local and regional associations have been working through awareness campaigns, clear communication of the objectives and benefits of good local practices, search for awards and certifications, promotions of events aligned with the theme, adequacy of their plans and the expansion of efforts in training spaces and debates on the subject. It is also important to highlight that the implementation of good practices is an ongoing process that demands a collective effort. It is necessary to establish open and transparent communication with employees, entrepreneurs and public agents, listening to their suggestions and concerns, and encouraging them to become agents of change. With perseverance, education and commitment, it is possible to overcome challenges and establish a solid and lasting culture of good practices.

Key success factors

Critical elements that led to successfully solving the issues.

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In order to maintain the sustainability of a destination, it is essential to ensure not only the maintenance of the flow of tourists, it is also important to comply with all obligations and rights related to the legality of business, care for employees, adequacy and structuring of the legal environment. with incentive and promotion laws or adequate structures for debate, planning and decision-making. Adopt integrative measures to maintain responsible environmental management, considering that the destination has a large area of its territory integrated into a national park, expand efforts to preserve natural resources and promote sustainability. Cultural exchange between employees and visitors and tourists can also be featured among the big success factors. Like this one, the eco resort received visitors from 88 countries and from all Brazilian states. The quality of the developments and the emphasis on some segments, such as the integration of eco resorts into charming itineraries, are still an outstanding aspect that values the city, and integrates local businesses with networks that present similar practices. The creation of legislation, awareness of the correct use of areas in the national park, campaigns aimed at cleaning the mountains, creating local

associations, promoting the legalization of enterprises, collective planning, the construction of a tourism plan, a marketing and creation of local identity, the creation of the economic development program, the composition of the technical chambers and the development council, the promotion of qualifications, the promotion of awards and the integration with other destinations, are important elements in the resolution of local demands .

Lessons learned

Challenges faced while implementing the Good Practice and their solutions.

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The Know My Good Garden project is being resumed and will be extended to the entire education network. Presenting what the destination has and the need for its maintenance, will be resumed through actions with teachers and then with students, and later expanded to the community. Building integrated knowledge, presenting local attractions and sharing information with different people will be a new challenge. Many local residents do not come from the mountain range and cultural differences present expanded efforts to measure results. The integration of local associations and adherence to the theme of sustainability are being worked on through the technical chambers and the development council to guide the positioning of the destination. The integration between the economic sectors and the training of employees to work in the trade are still constant challenges, especially due to the low level of education of the population, the seasonal harvests and also the high flow of workers from other regions of the country who often do not adapt to the cold climate, and the maintenance of integration with entrepreneurs, the provision of training by the city hall continue to expand the positive effects of these themes.

Achievements and Results

Direct and indirect results of the Good Practice.

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It is noteworthy that the hotel owner has extensive experience and involvement in the tourism sector. He has already held the position of president of the Convention Bureau and was an adviser to the State Tourism Council of Santa Catarina. These positions demonstrate his dedication to promoting the development of sustainable tourism in the region, contributing to the economic and cultural growth of Santa Catarina. In the 1990s, the first tourism association was built in the municipality, and currently the destination still has a rural tourism association. The destination also has the support and adherence of the population to the cause and generation of a collective awareness about the importance of environmental preservation. Dissemination of the scenic beauties of the natural areas of the rural area of the municipality. Visibility to local communities. Integrated public and private power, planning aimed at organizing the destination and positioning for sustainability, Municipal Tourism Plan published in 2021; planning for commercialization of destinations with the marketing plan in 2022 and elaboration of the tourist visual identity in 2023. Currently there are 56 means of accommodation, more than 10 natural attractions, approximately 20 enterprises focused on gastronomy.

Tips for other destinations

Your suggestions or recommendations for other destinations facing the same issues or implementing similar solutions

By promoting and encouraging good practices, destinations can contribute to the development of a new environment focused on environmental awareness. This awareness should reflect on their families and local communities as a way of building for the positive impacts on the tourism production chain and on strengthening communities, maintaining their values, customs and also integrating the different sustainability promotion agents, multiplying the positive effects and contributing to a more sustainable future. Highlighting the positive actions of territories and inspiring new practices through the sample of exemplary actions, inspire other establishments and destinations that have the potential to create a positive impact in other economic sectors, as well as in the social and environmental sectors, encouraging the adoption of similar measures in other places.

Recognitions and Additional references

Recognitions and awards the Good Practice received and supporting evidence.

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Recently, 12 (twelve) undertakings in Bom Jardim da Serra received an award focused on sustainability, called the Sustainable Serra Prize. A certification of good sustainable practices was awarded to Rio do Rastro Eco Resort by Italy, recognizing our continuous efforts towards sustainability. This demonstrates our commitment to adopt environmentally responsible practices, contributing to the preservation of the environment and serving as an example for other companies.

Access to destination photos and videos

<https://drive.google.com/drive/folders/1a0ABhLsrDEMIorpxaYAeDWGIrnmUY8It>

Delivery of the sustainable saw seal

https://domomento.com.br/local/entrega_do_selo_serra_catarinense_sustentavel.493553

Eco resort website:

https://www.riodorastro.com.br/?gclid=Cj0KCQjwnf-kBhCnARIsAFIg490N-eg0JV7n753AZzG9eBmUdOlbjzjMkhHLn_roaB-M0BkbcvM5qQEaAh2nEALw_wcB