



Good Practice Story Title:

Fisherman´s Paths: where tradition meets nature

Destination:

Penha – Santa Catarina

Country:

Brazil

Submitting Organization: Municipal City hall of Penha

Category:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Destination description:

Penha, located on the coast of Santa Catarina, is a charming tourist destination that captivates visitors with its paradisiacal beaches and diverse attractions. Known primarily for being the home of the famous theme park Beto Carrero World, it offers an exciting experience for families and adventure lovers. In addition, its stunning beaches, such as Praia de Armação and Praia Grande, provide ideal settings to relax and enjoy the sun. Nature enthusiasts can explore the Fisherman's Paths, a coastal trail that reveals breathtaking views of the Santa Catarina coast. The local culture is also evident in traditional festivals, such as the National Shellfish Festival, which celebrates the region's cuisine and fishing culture. With a unique combination of fun, natural beauty, and warm hospitality, Penha is an unmissable destination for those seeking a memorable tourist experience in Santa Catarina.



Summary of Good Practice Story:

The Fisherman's Paths - Trail Circuit - is so named because it consists of ancient paths used by fishermen and mollusk collectors over millennia and frequented to this day. Records from 1715 show convoys of navigators/colonizers arriving at the Itapocoroy cove, the presence of a community focused on fishing and agriculture, and the presence of many indigenous people occupying the coast. Amidst the lush Atlantic Forest, in a simple 14 km journey, it is possible to find this inspiring journey that connects tourists to the rich local history and the warm hospitality of the community.

Archaeological remains, shell and bone remnants from shell mounds, fishing traditions, ancient villages, lighthouses, maritime signaling, local stories, and legends transmitted orally over generations, including fishermen's tales, myths about the sea and its creatures, or accounts of historical events that shaped the local identity, can be found on this circuit.

In 2018, the Municipal Tourism Department began mapping, cleaning, and marking the entire circuit, promoting ecotourism, adventure activities, and environmental education for students in the municipal school system.

Along the way, visitors have the opportunity to interact with the welcoming local community. At strategic points, there are markets and stalls offering fresh regional products, as well as typical dishes from the Caiçara cuisine, prepared with care and seasoned with the hospitality of the local people, in addition to connecting with other created routes such as the cultural, gastronomic, cycling, turtles, and viewpoints routes, among others.

Issues faced:

The problems encountered in making **the Fisherman's Paths - Trail Circuit** feasible can be categorized as follows:

- ❑ **Environmental Preservation:**
 - The presence of archaeological sites, such as shell mounds and lithic workshops, required protection and management measures to prevent damage during the use of the trails. The paths were found to be abandoned.
- ❑ **Preservation of Fauna and Flora:**
 - Hunting of wild animals and the removal of native plants and flowers by passersby without monitoring and/or authorization.
- ❑ **Logistics and Infrastructure:**
 - Lack of accessibility, tourist signage, security, and maintenance.
- ❑ **Social and Cultural Issues:**
 - Gaining the involvement of the community in the planning and management of the trails to ensure their needs and rights, including fishermen and mollusk collectors who still used these paths.
- ❑ **Sustainable Tourism:**
 - Developing a model that is sustainable and does not negatively impact the environment and/or community.



Solution:

Given the lack of environmental preservation of fauna and flora, the deficiency in infrastructure, and the social and cultural issues, in addition to the impact of unsustainable tourism, it was recognized that action was needed to avoid serious future problems that would be difficult to solve. Thus, a decision was made: the solution should be participatory, innovative, and replicable.

The first step was to develop a "collaborative plan," with a focus on the local community. To achieve this, the participation of the public education network (integrated high school Tourism course) and residents was encouraged.

After analyzing each problem and its possible solutions, the **Fisherman's Paths** -trail circuit emerged. This project ensures conscious economic development, promotes environmental education in situ, and consequently fosters responsible tourism.

Methods, Steps, and Tools applied:

We can summarize the methods used as follows:

1. Environmental licensing:
 - Consultation with the relevant authorities to obtain approval for **the Fisherman's Paths** project.
2. Planning process:
 - Identification of all obstacles to be addressed, proposal for signage and mapping. This phase was coordinated by the Tourism Department in collaboration with students from Penha's public schools, enrolled in the integrated Tourism technical course.
3. Structuring:
 - Determination of locations for installing directional signs.
 - Identification of locations for installing walkways, where necessary, to ensure accessibility.
 - Determination of deck locations.
 - Opening of existing trails and creation of an interconnected network, resulting in **the Fisherman's Paths Circuit**.

In this process, the least possible human intervention was considered, aiming to maintain the trails as original as possible.



4. Maintenance and Monitoring:

- It was decided that the coordination of maintenance and monitoring would be the responsibility of the Tourism Department, with operational support from the Department of Public Works and Urban Services.

5. Community Involvement:

- Through a project called "**Penha and its Charms**," technical outings were organized with the community to determine the best route and identify areas for improvement.
- The local government offered courses to train tourist guides within the community.

Achievements and Results:

Some results are visible to the eyes:

- **Economic development:** the increase in tourism and community involvement along the Fisherman's Trails circuit (local bakeries and stalls offering fresh regional products, as well as typical dishes of caçara cuisine) has had a positive impact on the local economy;
- **Sustainability:** the project encourages sustainable tourism practices, helping to preserve natural resources;
- **Improvement in infrastructure:** Investment in signage and improved access benefits both residents and visitors;
- **Income diversification:** Fishermen were able to diversify their sources of income by offering boat tours and selling local products. Additionally, visitors can find handicrafts and photographers at the viewpoints;
- **Authentic experience:** Visitors have the opportunity to experience an authentic journey. They can be guided by community members, offering a genuine tourist experience;





- **Nature immersion:** The trails provide tourists with direct contact with nature, offering scenic landscapes and the opportunity to explore lesser-known areas of the region. But it doesn't stop there; residents have also greatly benefited by creating hiking groups, cycling clubs, among other activities;
- **Tourist flow:** Currently, Penha receives around 3 million visitors per year, driven by Beto Carrero World Park. The Tourism Department estimates that 10% of these visitors visit the Fisherman's Trails, completing either the entire circuit or part of it.

Lessons Learned and Advice:

The Fisherman's Paths demonstrate that with detailed planning, through a decentralized public policy, community involvement, and a focus on sustainability, it is possible to create a trail circuit that benefits both visitors and the local community while preserving the environment.

It requires meticulous planning, inclusive community participation, a commitment to sustainability, and proactive efforts in education and safety.

Recognitions and Additional References

Official website : www.turismo.penha.sc.gov.br

Spontaneous tourist video

<https://www.youtube.com/watch?v=YVTozkbkEdU>

Travel blog : Pegada de uma viagem (Footprint of a Journey)

<https://pegadasdeumaviagem.com.br/caminho-do-pescador-em-penha-sc/#:~:text=A%20Trilha%20do%20Caminho%20do,%C3%A1rvores%20antigas%20embelezam%20o%20trajeto>

Trail and photo

<https://pt.wikiloc.com/trilhas-trekking/trilha-caminho-do-pescador-cachoeira-penha-37919576>

Publication on one fo the main TV networks

<https://www.facebook.com/ecoturismopenhasc/videos/240240387250904/>



Other publicatons:

<https://penhaonline.com/penha-transformara-caminho-ja-existente-em-uma-rota-chamada-caminhos-do-pescador/>

<https://sctododia.com.br/meio-ambiente/novas-trilhas-da-rota-caminhos-do-pescador-e-aposta-para-incrementar-turismo-em-penha-9769>

<https://www.facebook.com/100062948742932/posts/2814796205434463/>

<https://jornaljc.com.br/seguranca/2018/caminhos-do-pescador-revela-potencial-de-penha-para-o-turismo-de-aventura/>

Photos

[Students working on planning](#) from Penha's public schools, enrolled in the integrated Tourism technical course,



