



Good Practice Story Title: Austrian Culture: the bridge that unites generations and sustains the community

Destination: Treze Tílias - SC

Country: Brazil

Submitting Organization: City hall Treze Tílias - SC

Category:

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

Destination description:

Treze Tílias was founded on October 13, 1933 by Austria's former minister of agriculture Andreas Thaler at a time when the country was looking for solutions to minimize the suffering of its population, which was in the midst of a widespread crisis. Immigration took place mainly between 1933 and 1937, with people mostly coming from the states of Tyrol, Vorarlberg and Upper Austria. Culture has always been a prominent point in colonization, with the founding of the Banda dos Tiroleses on the first immigration ship, in addition to the art of sculpture and singing, and over the years, new groups were formed with the aim of preserve the identity of Treze Tílias, which is now known nationally as “O Tirol Brasileiro”.



Summary of Good Practice Story:

Over these 91 years, the community has safeguarded its culture and tradition of translating a European air outside of Austria, essentially through traditions, architecture, dances, gastronomic flavors and, mainly, through cultural groups. The most Austrian city in Brazil, Treze Tílias, has culture as a pillar of sustainable tourism.

Issues faced:

In Brazil, we can even consider that in the world, keeping culture and traditions alive is a challenge, and it was no different in the city of Treze Tílias.

We highlight some difficulties faced:

- Current globalization, especially through the media and the internet, could lead to the loss of more and more local traditions and practices. Younger generations are less interested in preserving cultural traditions, preferring to adhere to more modern and globalized cultures;
- Lack of resources to keep the tradition alive;
- The absence of adequate public policies for cultural preservation could lead to neglect and forgetfulness of cultural practices and heritage;
- The lack of educational programs that teach the importance of preserving local culture would result in a population that does not value its own traditions.

Solution:

Over 91 years, preservation initiatives have been developed that involve the local community, promote cultural education and implement effective public policies, strategies that bring significant gains to the local community, attracting visitors and external investment.

We highlight here the two main initiatives adopted:

- Strengthening the community: Cultural initiatives brought the community together, fostering social cohesion and collaboration between different groups and generations "Dorffest".
- Education and awareness: Educational programs about local culture, increasing knowledge and appreciation of history and traditions among young people, ensuring the continuity of these "Cultural/School Integration" practices.



Methods, Steps, and Tools applied:

Various tools were used to create a link between community and tradition. We can consider the Banda dos Tiroleses as the locomotive that put culture on track, that voluntarily led, through music, the awakening of the community:

- Public authorities' awareness of the importance of maintaining cultural identity by including local cultural history in the school curriculum;
- The provision of spaces and maintenance thereof by the municipal public authorities to provide courses and rehearsals for musical and cultural groups in the community;
- The creation and maintenance of cultural activities, events and different forms of cultural expression: Dorffest (Community Festival), the Spring Festival with the Spring Tree - Frühlingsbaum, Tirolerfest, which was held for the first time in October 1934, among others;
- Maintenance of the Cultural Center (Austrian language and culture school);
- Incentive in the municipality's master plan to maintain local construction characteristics;
- Creation of local cultural groups with different artistic expressions, which currently has 600 people directly involved.

Achievements and Results:

There are currently more than 50 events a year linked to cultural activities. There are 600 people directly involved, distributed across more than 60 cultural groups. Every year, more than 200 thousand tourists visit Treze Tílias, attracted by the local traditions expressed in groups, events, gastronomy and architecture. There are more than 10 local tour guides. More than 200 local companies linked to tourism. The city has around 1200 accommodation beds and is built with Austrian characteristics in architecture and decoration. There are more than 15 sculptors who maintain the tradition of wood carving learned from their ancestors. In 2023, a new tourist brand was launched that encompasses the different cultural characteristics of the city, in addition to a campaign inviting tourists to live and be Treze Tílias based on its cultural aspects. Currently, tourism represents 5% of the local economy's revenue.



Lessons Learned and Advice:

The voluntary awakening of the pioneers of the Banda dos Tiroleses inspires new generations in cultural maintenance. It is up to public and private entities to allow and encourage this work, which brings together and advances the community. The thirteentiliense cultural identity encourages community-based tourism and promotes the local economy. The feeling of belonging brings together the community in caring for its heritage and people. May the environment for cultural awakening perpetuate, maintaining the ties of the past with the present, building a sustainable future.

Recognitions and Additional References

Official website of the Banda dos Tiroleses: <https://www.bandadostirolese.com/>

Intangible Cultural Heritage of Treze Tílias:

<https://leismunicipais.com.br/a/sc/t/treze-tilias/lei-ordinaria/2022/211/2105/lei-ordinaria-n-2105-2022-declara-a-banda-dos-tiroleses-intangible-cultural-heritage-of-the-municipality-of-treze-tilias?q=2105%2F2022>

Bronze Green Destinations 2023 Certification:

<https://www.greendestinations.org/green-destinations-story-awards-2023/>

GDP per capita 2021: <https://cidades.ibge.gov.br/brasil/sc/treze-tilias/panorama>

SPRING TREE IS TAKEN FROM THE CITY HALL GARDENS, SYMBOLIZING THE BEGINNING OF A NEW PERIOD IN TREZE TÍLIAS: <https://trezetilias.atende.net/cidadao/noticia/arvore-de-primavera-e-retirada-dos-jardins-da-city-hall-symbolizing-beginning-of-a-new-period-in-treze-tilias>

Banda dos Tiroleses de Treze Tílias, one of the greatest cultural legacies in the interior of Santa Catarina:

https://www.youtube.com/watch?v=pAYKm_tgI6w

Banda dos Tiroleses <https://www.instagram.com/bandadostirolese?igsh=cHZoZ3ExYWt3OTE3>





Links with local photos: <https://www.ruy-machado.com.br/index.php?pg=imagens&src=lugares&cidade=78>

Instagram city hall <https://www.instagram.com/prefeituradetretilias/>

Tourism Instagram: https://www.instagram.com/tretilias_turismo/

City hall website <https://www.tretilias.com.br/>

Link to cultural groups:

https://www.instagram.com/grupo_lindental?igsh=MWppdndxc2xqM250aw==

<https://www.instagram.com/gruposchuhplattler?igsh=emRvemJsNWtnaTNq>

<https://www.facebook.com/GrupoDeDancasAlemasWestfalen?mibextid=ZbWKwL>

<https://www.instagram.com/coraltretilias?igsh=MTBvbjlvMXo3bGpucg==>

https://www.instagram.com/gruppo_folk_volare?igsh=MWpmeWY4bXI4YjlsMQ==

DECLARES WOODEN SCULPTURE CULTURAL AND INMATERIAL HERITAGE OF THE MUNICIPALITY OF TREZE TÍLIAS
AND MAKES OTHER PROVISIONS

[https://leismunicipais.com.br/a/sc/t/treze-tilias/lei-ordinaria/2017/193/1921/lei-](https://leismunicipais.com.br/a/sc/t/treze-tilias/lei-ordinaria/2017/193/1921/lei-Ordinaria-n-1921-2017-declares-the-wooden-sculpture-cultural-and-immaterial-heritage-of-the-municipality-of-treze-tilias-and-other-providences)

[Ordinaria-n-1921-2017-declares-the-wooden-sculpture-cultural-and-immaterial-heritage-of-the-municipality-of-treze-tilias-and-other-providences](https://leismunicipais.com.br/a/sc/t/treze-tilias/lei-ordinaria/2017/193/1921/lei-Ordinaria-n-1921-2017-declares-the-wooden-sculpture-cultural-and-immaterial-heritage-of-the-municipality-of-treze-tilias-and-other-providences)

Celebrating the 130th anniversary of the PMSC Band, the Banda dos Tiroleses put on a wonderful performance

<https://www.facebook.com/watch/?v=1179441976067347>