

Potentialities of territorial development with sustainable production and tourism: the case of the Fourth Colony - Rio Grande do Sul/ Brazil.

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Objective:

Identify and analyze territorial development strategies based on the preservation of socio-ecosystems and sustainable production

Justificative



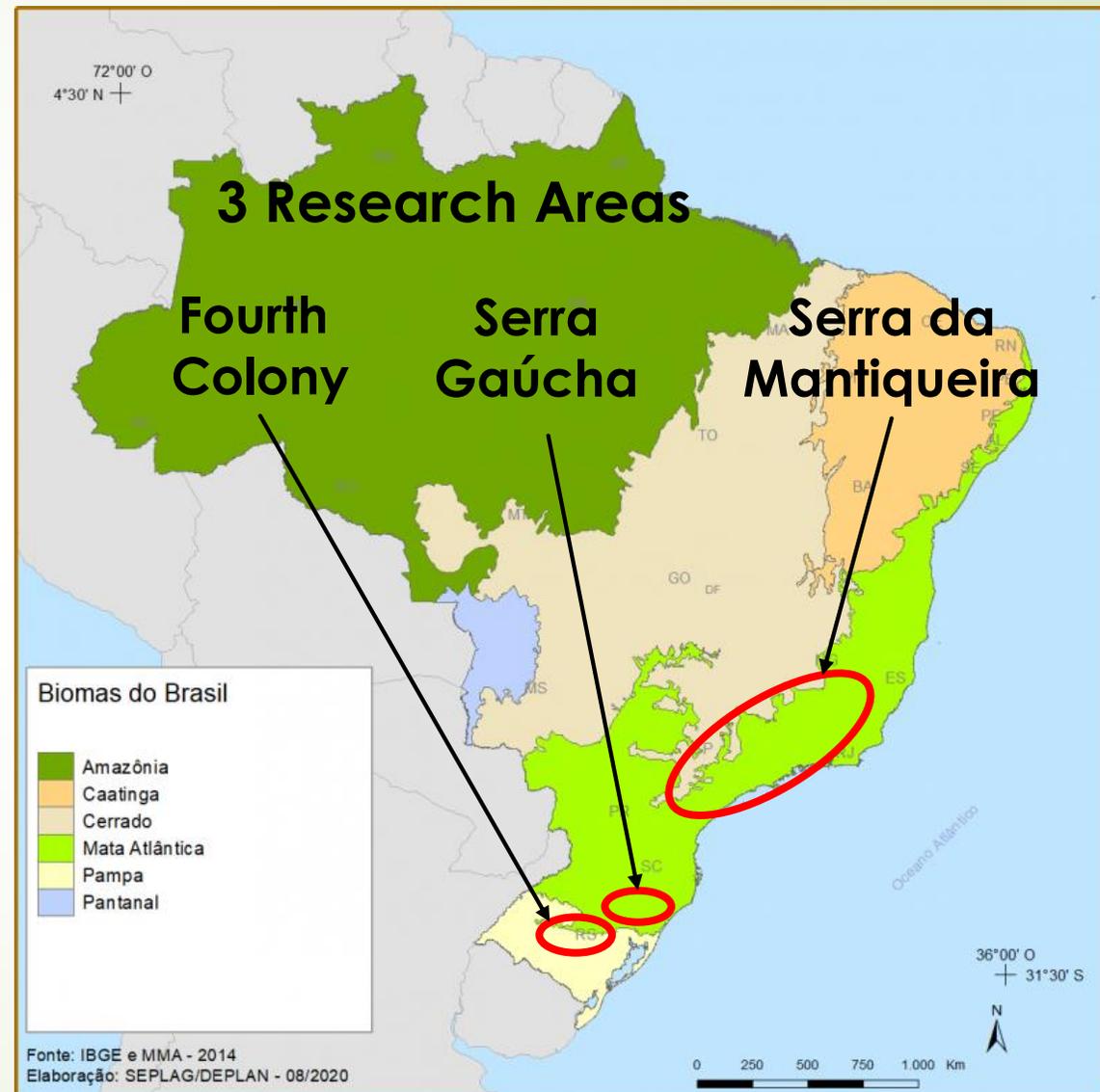
Several territorial/local products and mechanisms with socio-biodiversity are not recognized and risk disappearing.



Need to improve and elaborate specific public policies for the recognition and preservation of territorial/local knowledge and doings.



Relevance to build sustainable strategies for territorial/local development





Challenges

- Identification of products of territorial/local origin (social, economic, environmental characteristics, production and control techniques [physical-chemical, microbiology], etc.);
- Adequacy of public health and food safety legislation for products of animal origin;
- Identification of territorial/local governance strategies;
- Identification of social innovations based on territorial/local products (new legislation, products/recipes + adaptations, innovative strategies of governance, marketing, etc.).

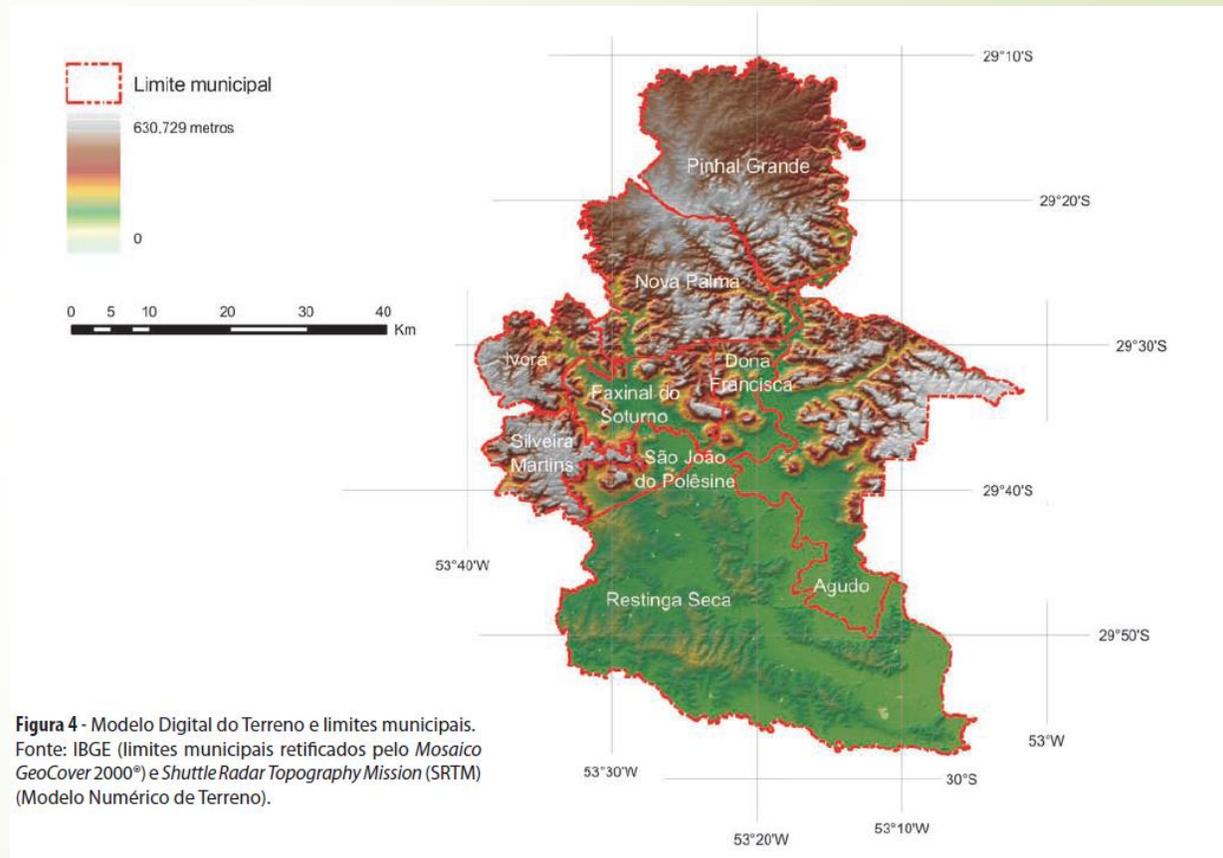
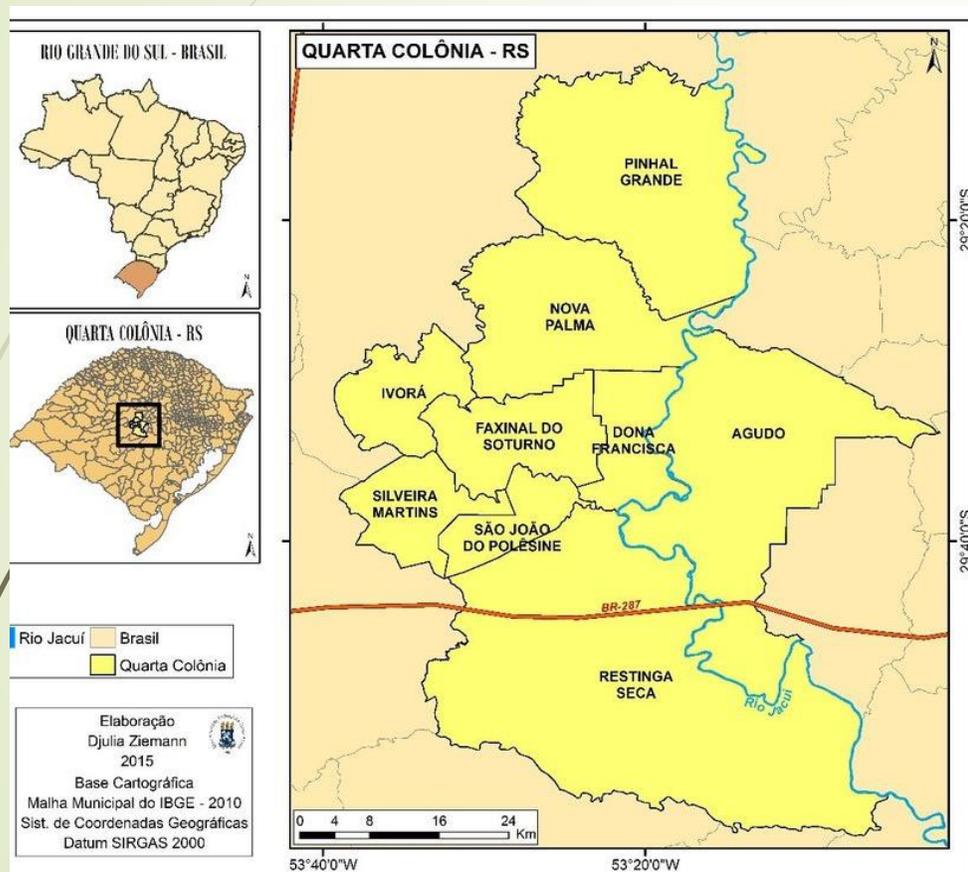
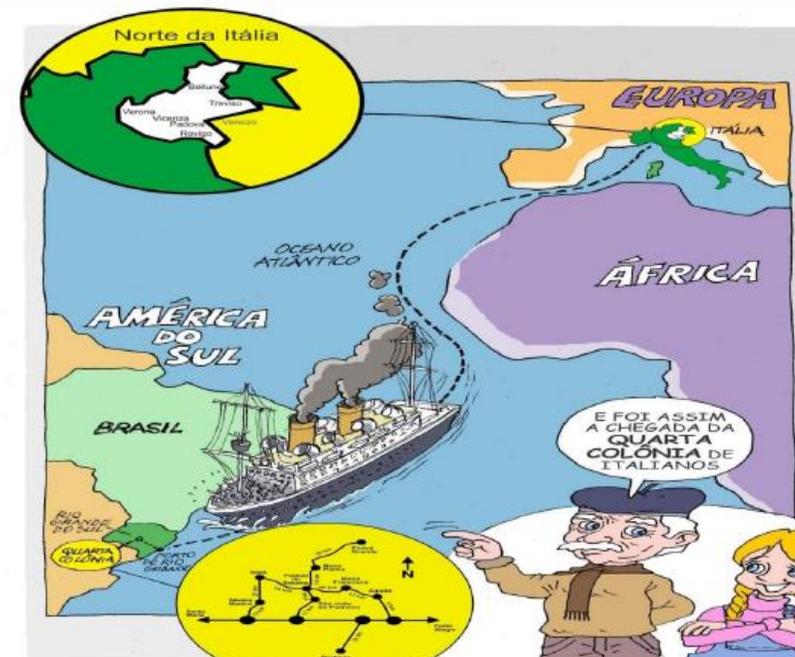
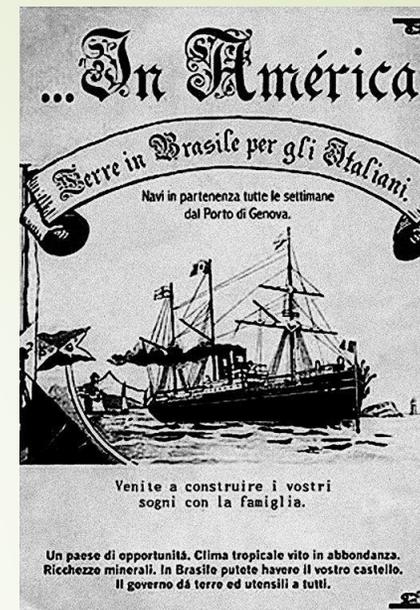


Figura 4 - Modelo Digital do Terreno e limites municipais.
 Fonte: IBGE (limites municipais retificados pelo Mosaico GeoCover 2000®) e Shuttle Radar Topography Mission (SRTM) (Modelo Numérico de Terreno).

Study case – 4th Colony / Fourth Colony

History of the Colonization

- ▶ The harsh life conditions in Europe at the end of the 19th Century, especially in rural area, led many Europeans to migrate to the Americas, above all some American countries would like occupy their respective territories, case of Brazil.
- ▶ Several thousand European migrant families were settled by the Brazilian governments in order to colonize, occupy land and produce.
- ▶ Consequently the colonization was based on family farms living and producing on small plots, around 5-10 hectares of Atlantic forest,





Val Feltrina/Silveira Martins/Santa Maria (anos 40-50), FAMILIA Mezzomo. Acervo M.M.Padoin

- Usually these migrant families, mainly Italian and German, enjoyed getting a piece of land and improved their livelihoods, despite the difficulties... they did not find what was promised
- Strong rural communities appeared based on landownership, work, family and religion.
- Brazilian government having favored the migration of young families, the population growth was strong, more children, more workers.
- The colonization, especially Italian, was different than São Paulo region were the migrants have to substitute the slavery labor force.

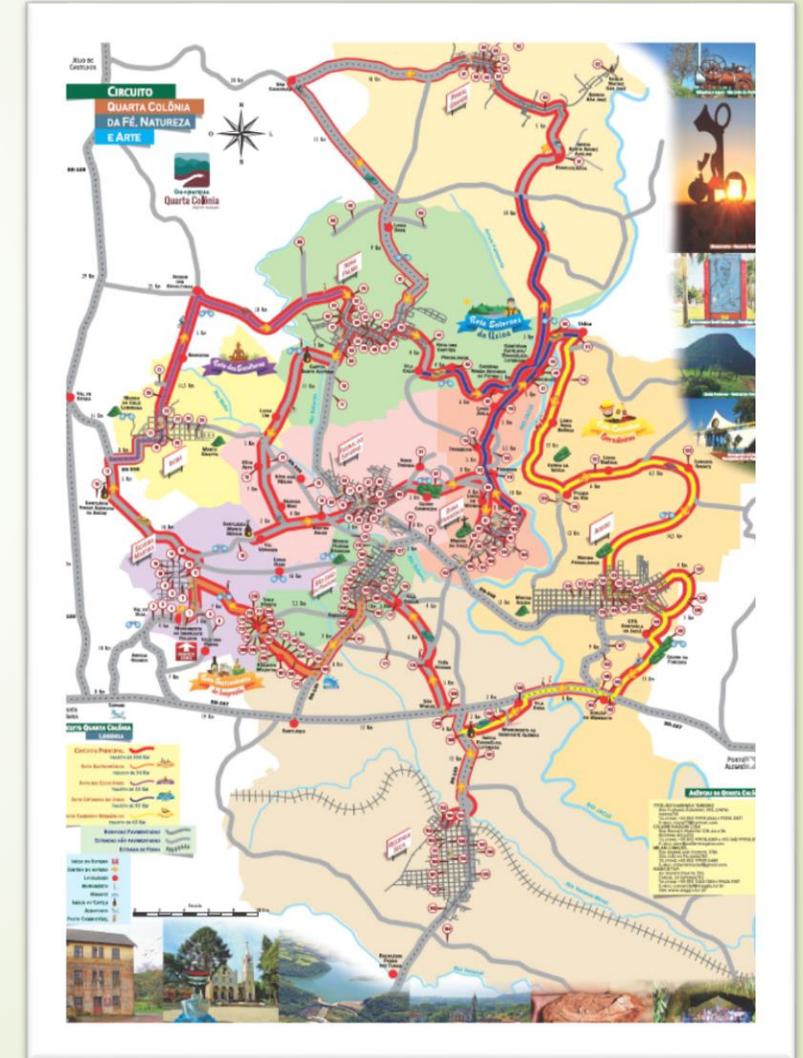
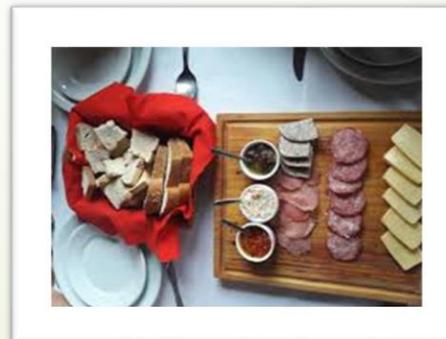
4th Colony Governance

- ▶ In the middle of the 20th Century, the area of Italian and German Colonies was divided in small counties.
- ▶ In 1996, nine counties joined to build the consortium for sustainable local development of the 4th Colony with specific local policies.
- ▶ In 2003, the “4th Colony” brand was registered with the nine counties
- ▶ The 4th Colony area covers 2.923 Km² for a population around 65.000 inhabitants.



Products and gastronomic strategies linked with tourism

- Tourism development based on typical colonial Italian and German gastronomy
- Rescue of Cucina Povera, typical dishes of the daily life of impoverished immigrant families who rebuilt their lives with great difficulty (polenta, agnolini soup, Fortaia, salami, cheeses).
- Exhibition and performance regarding the daily life through staging of the period of immigration and colonization.
- Several parties attracting tourism to the 4th Colony



Development Strategy about Paleontology

- ▶ The 4th Colony became an hotspot for paleontology due to one of the biggest presence of fossils in the world
- ▶ Seeking recognition of the 4th Colony as a Geopark.



Figura 8 - Vista de escarpas alagadas (Serra Geral) na região da



Figura 1 - Placa indicativa da Rota Paleontológica da Quarta Colônia

Thank you for your attention

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Relief shapes of escarpment type in the Serra Geral in the northeast of the 4th Colony, observing the valley where the Jacui River is located. It is also verified the aspect of this valley given by the different types of cultures in small farms. Photo near the dam of the hydroelectric power plant of Itauba

