



COMMUNITY-BASED TOURISM PUBLIC POLICIES IN PARANÁ: THE CASE OF CAMINHO DOS CAFÉS DAS MULHERES

*POLÍTICAS PÚBLICAS DE TURISMO DE BASE COMUNITÁRIA NO PARANÁ: O
CASO DO CAMINHO DOS CAFÉS DAS MULHERES*

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Keywords	Abstract
Community Based Tourism. Coffee Women. Public policy. Paraná.	The State of Paraná stands out for the development of new activities in rural areas, through initiatives from different entities focused on the tourism sector, operating in Community-Based Tourism. Among the highlights is the role of IDR-Paraná in formulating public policies that culminated in the creation of the Caminho dos Cafés das Mulheres agritourism route initiative. The itinerary covers initiatives from two municipalities in Norte Pioneiro (Pinhalão and Tomazina), and involves 20 women coffee farmers and their families. The objective of this research is to characterize the Caminhos dos Cafés das Mulheres project in light of the concepts of TBC and public policy in Paraná. The research is characterized as applied with a qualitative approach of an exploratory, bibliographic and documentary nature. Data collection was carried out through participant observation, data description and analysis through content analysis. The main results demonstrated that the TBC in the state of Paraná has developed from a public policy, supported by the actions of trade associations and institutes such as IDR-Paraná. It is proposed that future research investigates the relationship between existing TBC initiatives and state and national public policies and analyzes the main impacts.

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Palavras-Chave	Resumo
<i>Turismo de Base Comunitária. Mulheres do Café. Política Pública. Paraná.</i>	<i>O Estado Paraná se destaca pelo desenvolvimento de novas atividades no espaço rural, por meio de iniciativas de diferentes entidades voltadas ao setor turístico, atuando no Turismo de Base Comunitária. Dentre os destaques está a atuação do IDR-Paraná na formulação de políticas públicas que culminaram com a criação da iniciativa do roteiro de agroturismo Caminho dos Cafés das Mulheres. O roteiro abrange iniciativas de dois municípios do Norte Pioneiro (Pinhalão e Tomazina), e envolve 20 mulheres cafeicultoras e suas famílias. O objetivo desta pesquisa é caracterizar o projeto Caminhos dos Cafés das Mulheres à luz dos conceitos de TBC e da política pública no Paraná. A pesquisa se caracteriza como aplicada com abordagem qualitativa de caráter exploratória, bibliográfica e documental. A coleta de dados foi realizada por meio de observação participante, pesquisa em material secundário, descrição e análise dos dados por meio de análise de conteúdo. Os principais resultados demonstraram que o TBC no estado do Paraná tem se desenvolvido a partir de uma política pública, respaldada pela atuação das associações de classe e dos Institutos como IDR-Paraná. Propõem-se que futuras pesquisas investiguem a relação entre as iniciativas existentes de TBC com as políticas públicas estadual e nacional e análise dos principais impactos</i>

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INTRODUCTION

Tourism is a social practice that inherently requires movement and contact between different people and places, being structured around its natural, cultural, social, and heritage resources, which are fundamental attributes for its development.

In Brazil, several states, due to their vocation for tourism, have increasingly invested in new activities in rural areas. CBT initiatives are present in various states, such as Rio Grande do Sul, Alagoas, Minas Gerais, São Paulo, Rio de Janeiro, Paraná, Goiás, Mato Grosso, Pernambuco, Rio Grande do Norte, Pará, Amazonas, Bahia, and Santa Catarina.

These entrepreneurial initiatives emerged and had to adapt and dynamize their activities. A well-established example is the Agrotourism Association Acolhida na Colônia in Santa Catarina, which focuses on agrotourism along with organic production and family agro-industries, as one of the pillars of pluriactive activities capable of promoting sustainable development (Walkowski et al, 2023).

Another example of more recent initiatives includes the Raposa I indigenous community in Roraima and the Borari of Alter do Chão in Pará, as well as two quilombola communities, the Moinho Village in Goiás and the Quilombola Territory Laranjituba and Africa in Pará. These initiatives are part of the Original Brazil Experiences project, through a public policy action resulting from a partnership between the Fluminense Federal University (UFF) and the Ministry of Tourism (Original Brazil Experiences, 2023).

Among the characteristics of these activities in rural areas is the hospitality provided by farming families, which has enabled a unique experience for their guests, thereby fostering closer relationships and exchanges between those involved. According to Pimentel (2009); Silva and Brusadin (2016); and Lashey and Morrison (2004), the term hospitality is related to the ways of visiting, receiving, and interacting with individuals from different cultures. It is a relationship of exchanges (material or otherwise, commercial or cultural).

Furthermore, it is observed that tourism can lead to the development of a process of social transformation that involves the accumulation and interaction of human, institutional, and physical capital. In this way, Sofronov (2018) states that tourism brings socioeconomic benefits, has the power to change people's lives for the better, driving economic growth and reducing poverty.



Thus, initiatives such as solidarity tourism, fair tourism, ecological tourism, ecotourism, community-based tourism, among others, have emerged. These initiatives represent a more responsible form of tourism that reinforces and values local identity and cultures, strengthens community participation, and fosters knowledge and mutual learning between tourists and residents, generating a solidarity exchange between the parties (Moradela et al., 2016; Onyx, Edwards & Bullen, 2007; Brusadin & Panosso Netto, 2016; Sampaio & Zamignan, 2012).

Some authors work with the concept of Community-Based Tourism (CBT) when referring to spaces where experiences and interactions occur in the visited location, creating a collective and solidarity mindset of collaboration and mutual support, diluting failures and ensuring that achievements are shared by all (Brambatti & Nitsche, 2018; Moraes, Irving & Santos, 2017; Bursztyn, Bartholo & Delamaro, 2009).

Regarding the concept of CBT, little conceptual progress has been made recently, but it is important to note that publications on this theme in Brazil have grown significantly, aiming to highlight the main concepts up to the present day. In this approach, several references were sought for this article, with the main authors being: Pimentel (2009); Sales and Salles (2010); Coriolano (2009); Grimm and Sampaio (2011); Kordel (2016); Brusadin and Panosso Netto (2016).

Grimm and Sampaio (2011) define CBT as a modality composed of social enterprises that offer their visitors activities that, due to their sharing nature, are called experiences or interactions supported by a collaborative and networked economy.

However, collaboration among different agents emerges as a factor that can determine the success of CBT initiatives, as well as the intervention and participation assumed by public entities and actors in local decision-making processes (Teixeira, Vieira & Mayr, 2019).

In this context, the article addresses the bills in Paraná aimed at promoting the development of CBT. Additionally, the state of Paraná has been standing out for various initiatives in rural areas and CBT, driven by the actions of different class entities and rural education and extension institutions, such as IDR-Paraná.



Based on the above, considering Community-Based Tourism in the initiative of the Women's Coffee Trail, the research problem was formulated: how can public policies influence the development of CBT on the Women's Coffee Trail?

The central objective of the research is to characterize the Women's Coffee Trail route in light of the concepts of CBT and public policies in Paraná, based on research in secondary material and participant observation.

LITERATURE REVIEW

Community-Based Tourism

CBT emerges from the need to revitalize activities in rural areas and curb the process of real estate speculation and mass tourism in coastal areas, presenting itself as a proposal to restore community pride and defend territory (Pilquimán-Vera, 2016). It is a distinct way of doing tourism, as the planning, management, promotion, commercialization, and tourist operations are carried out by the local communities.

According to Blackstock (2005), community development transforms localities into active and sustainable entities, based on principles of social justice and mutual respect, eliminating barriers to popular participation, and promoting the collective emancipation of local issues. In other words, community participation arises as a desire rather than an inherent characteristic of CBT (Mayaka, Croy & Cox, 2017). Community development is driven by a neoliberal economic imperative to sustain a "tourism industry" in response to new market demands (Blackstock, 2005).

Community-Based Tourism (CBT) is based on the following premises: the leadership of communities in the management and provision of goods and services; the use of endogenous cultural, natural, heritage, and structural resources of each locality; and its association with sustainability and local development (Faxina & Freitas, 2021; ICMBIO, 2018; López-Guzmán et al., 2011; Sampaio & Zamignan, 2012; Moraes, Mendonça & Pinheiro, 2017; Pilquimán-Vera, 2016).

Guzzatti (2010) considers that CBT is necessarily designed with the community, meaning it is never "for" the community and rarely solely by the "community." In the case of CBT in rural areas, these initiatives mobilize part of the local population, value agricultural and artisanal production, generating income that can contribute to the funding of new projects (education, culture, health, environment, production), and help keep young people in rural areas with their families.



CBT is also (and above all) an element of social dynamics, a factor of openness, respect, listening, and cultural exchange. Through this cultural encounter, societies evolve, also creating the conditions for new solidarities between people. These experiences mostly occur during visits to conservation units, where there is also a greater familiarity between hosts and nature, "in homestays where relationships become closer, more intimate, and authentic, as well as participation in local popular and folk festivals where one experiences the local culture" (Grimm & Sampaio, 2011, p. 8).

With the discourses and critiques that emerged in the late 1970s and early 1980s against mass tourism in the European context, it can be said that the term CBT arose from this discussion about an alternative form of more responsible tourism. According to Murphy (1983), the goal of tourism development is to meet the needs of host communities; community participation is a determining factor for tourism sustainability; and the control and planning of tourism activities should originate from and be conducted by the host community.

CBT began with initiatives in Latin America in the 1980s through Community Rural Tourism (CRT), with incentives from the International Development Bank (IDB), aiming to meet an international demand from tourists seeking to contribute to the preservation of the environment and the diversity of communities (Maldonado, 2009; Silva & Martins, 2012).

These initiatives are more common in the southern hemisphere, on continents such as Africa, Asia, Oceania, and in Latin American countries like Brazil, Ecuador, Mexico, and Peru (López-Guzmán, Sánchez-Cañizares, & Pavón, 2011), as well as in family-based initiatives that have been expanding in Argentina, Chile, Honduras, and Nicaragua, spurred by government incentives (Faxina & Freitas, 2021).

However, challenges for its development in networks in Latin America are evident. Among the difficulties pointed out by Moraes, Irving, and Santos (2017) are the limited management capacity of community tourism networks; the lack of quality in service provision relative to demand; high dependency on external resources; the limitation of members involved in the process; the establishment of informal relationships; the absence of specific public policies for this type of initiative; and the strong influence of the conventional tourism sector, which is based on market logic.



Bartholo, Sansolo, and Bursztyn (2009), in their book titled *Turismo de Base Comunitária* (Community-Based Tourism), considered one of the most significant bibliographies to date, present a review of the main research on the diversity of terms related to the concept of community, typologies, and the main concepts used to define so-called community tourism, community-based tourism, and/or rural community tourism. This broad range of terms used in Brazil, in particular, relates to the vast cultural and environmental diversity in our country regarding the subject at hand. According to Lima, Irving, and Oliveira (2022, p. 3), "the so-called community-based tourism (CBT) has come to be interpreted and debated in academic literature and public policy narratives as an alternative for local socioeconomic development."

According to Lima and Silva (2019), in other countries, the term most commonly used was Community Tourism (CT). "In Bolivia (since 2006), CT is considered an alternative model of endogenous and autonomous tourism management, planned by rural, indigenous, and urban community organizations as part of the economic diversification of their productive systems" (Lima & Silva, 2019, p. 04). Additionally, from Maldonado's (2009) perspective, CT is understood as a form of collective business cooperation and self-management to sustainably manage natural and cultural resources.

As a "new concept of tourism, CBT is influenced by changes in the profile of the contemporary tourist, who seeks out tourism experiences with natural and cultural values that emphasize the authenticity and originality of places" (Moraes, Mendonça & Pinheiro, 2017, p. 14), while also seeking interaction with the local community.

From this perspective, tourism can lead to the development of a process of social transformation that involves the accumulation and interaction of human, institutional, and physical capital. Initiatives that take these propositions into account are considered responsible tourism, which reinforces and values local identities and cultures, strengthens community participation, and promotes knowledge and mutual learning between tourists and residents, generating a solidary exchange between the parties (Fuentes-Moraleda, Muñoz-Mazón & Rodríguez-Izquierdo, 2016; Brusadin & Panosso Netto, 2016).

It is also worth noting that in CBT, tourism is a complementary activity to the traditional practices of the community (Bursztyn, 2009), which are precisely shared with tourists to showcase the way of life of community members. Although each concept addresses some specificities, there are common principles, such as self-management; associativism/cooperativism; and the democratization of opportunities and benefits (Faxina & Freitas, 2021; Walkowski, Damo & Loch, 2017). Thus, Brambatti and Nitsche



(2018, p. 10) consider CBT as an associative activity, stating that "the planning and management of itineraries in collective environments by associations involving entrepreneurs and communities is an emerging paradigm in tourism with a focus on sustainable development."

In this sense, it is understood that the introduction of public policy could assist in the consolidation of actions and the advancement of new Community-Based Tourism (CBT) routes in cases similar to the one presented here.

Public Policies: Concepts and Basis for Community-Based Tourism (TBC)

As an area of knowledge, public policy originated in the U.S. with a focus on the study of government actions, while in Europe, studies concentrated primarily on analyzing the role of the state and its institutions (Souza, 2006). According to Secchi (2017), a public policy is a guideline for addressing a public issue. This author further states that the establishment of a "public policy is the treatment or resolution of a problem understood as collectively relevant" (Secchi, 2017, p. 02).

Public policies are considered a field of knowledge that seeks, at the same time, to "put the government into action" or analyze this action and, when necessary, propose changes in the direction or course of these actions to produce results or changes in the real world. They can be viewed as a set of actions implemented by the state and generally assume a holistic view of the subject, a perspective that the whole is greater than the sum of its parts, and that individuals, institutions, interactions, ideology, and interests matter, even though there are differences regarding the relative importance of these factors (Souza, 2006).

As Hall (2004, p. 101) notes, "public policy is influenced by the economic, social, and cultural characteristics of society, as well as by the formal structures of government and other features of the political system." Nogueira and Di Giovanni (2015, p. 95) argue that public policies are "planned interventions by the government aimed at solving problematic social situations."

The term "public policies" in contemporary vocabulary is attributed to four historical factors: macroeconomic factors (Keynesian policies); geopolitical factors (bipolarization between capitalist and socialist blocs, new pacts in capital-labor relations, and the establishment of social protection systems); political factors (consolidation of Western democracies and expansion of political representation fields); and cultural and



sociological factors (plurality of actors and shared decision-making processes) (Di Giovanni, 2009).

Additionally, Di Giovanni (2009) argues that public policy presupposes democracy, considering it a contemporary form of exercising power in democratic societies, resulting from a complex interaction between the state and society, which requires the coexistence and independence of powers, the enforcement of citizenship rights, and a collective capacity to formulate public agendas.

In the tourism sector, narratives about the role of public policies have been addressed in various studies and publications, with a focus on specialized literature (Lima & Oliveira, 2022). Considered a promising sector capable of providing development, tourism offers significant benefits to society in general and requires planned actions and structuring public policies for its development and evolution (Galdino & Costa, 2011).

According to Trentin (2016, p. 646), “a tourism policy is the way in which norms and procedures are intentionally established, articulating and relating what tourism is in that context, what the dilemmas are, and how to address them to promote tourism.” There are noticeable movements characterizing the consolidation of potentially important measures for the evolution of tourism public policies in Brazil. Among them is the creation of the Ministry of Tourism (MTur) in 2003, considered a milestone in investments in the organization and administration of tourism activity in the country (Silva, Costa & Carvalho, 2013).

From the National Tourism Plan (PNT) 2003-2007, the emphasis was placed on a model of decentralized and participatory public management, although its actual results for the development of national tourism were limited (Lima & Silva, 2019). The PNT 2013-2016 was considered the first plan to mention community-based tourism as a diversification strategy for tourism in the country (Lima, Irving, & Oliveira, 2022).

Thus, “considered one of the most important phenomena globally, from a political, environmental, and socio-cultural perspective, tourism has ceased to be merely synonymous with leisure and has assumed a role as a social agent” (Marujo, 2008, apud Teixeira, Vieira & Mayr, 2019, p. 05). From this social perspective, the discussion on public policies for Community-Based Tourism (TBC) is included.



"Community-based tourism, rooted in a situated development process, is a form of sustainable tourism with its main focus on the well-being and generation of benefits for the host community." "The improvement in income distribution is a direct consequence of expanding horizons for the exercise of substantive freedoms" (Bursztyn, 2005, p. 21). "This model has been considered an important tool for local development policy, focusing on job and income generation and the expansion of social inclusion" (Teixeira, Vieira & Mayr, 2019, p. 05). The crux of the matter relates to the development model intended to be stimulated, involving public administration sectors, from economic to social policies, creating a true development policy (Bursztyn, 2005).

To achieve the development of tourism activities carried out by Community-Based Tourism (TBC), it is necessary for public policies to play an important role in meeting the needs of local communities. Financial incentives, training/capacity building, infrastructure, and other types of support are the foundation for developing community projects. However, it is crucial that public policies are inclusive and participatory so that the desires and needs of the communities can be addressed.

METHODOLOGY

The methodology of this study consists of applied research with a qualitative approach, characterized as exploratory, bibliographic, and documentary. Data collection was conducted through participant observation, secondary data analysis, and content analysis. The content analysis technique involves three phases: pre-analysis, material exploration, and results treatment (inference and interpretation) (Bardin, 2011). In the bibliographic research, references that underpin the studied topic were identified.

Secondary data analysis was conducted using documentary sources, such as meeting minutes, the approved Bill No. 561/2021, and another Bill currently under review in the Legislative Assembly of Paraná concerning Community-Based Tourism. Document consultations took place from September to December 2022. The secondary data sources included:

- Bill No. 561/2021 - Establishes the "Caminho dos Cafés das Mulheres" as a Rural Tourism Route in the State of Paraná.
- Bill No. 138/2021 - Addresses Community-Based Tourism.
- Bibliographic research in articles about Community-Based Tourism and Public Policies in major national and international journals.



Additionally, information was sought from the official IDR-Paraná website regarding the "Caminhos dos Cafés das Mulheres" route and from the official Instagram page of the "Projeto Mulheres do Café."

It is important to note that the qualitative approach requires openness, flexibility, and the ability to observe and interact with social actors related to the study for data collection (Cardoso, 1988). Exploratory research aims to conduct a preliminary study of the main research objective, i.e., it is used to familiarize oneself with the phenomenon being investigated so that subsequent research can be conceived with greater understanding and precision (Gil, 2011).

In situ participant observation was carried out since among the authors of this article are professionals involved in technical support and the structuring of various rural routes, including the "Caminho dos Cafés das Mulheres" route. They participated in the entire process of organizing the initiative, including ongoing evaluations and proposals for improvements.

Observation allows for data collection that, while subjective, provides the opportunity to evaluate and cross-reference with information obtained from other sources, which is not acquired through questions and conveys what is most unpredictable and elusive in real life (Minayo, 2000). Observations made during meetings, gatherings, informal conversations, and interactions with coffee-producing women and other local actors can generate valuable insights and data about the research subject (Gelbcke, 2006).

In this sense, the technique of in situ participant observation of the "Caminho dos Cafés das Mulheres" route provided deeper understanding of the research object and contributed to the analysis and discussion of the results.

RESULTS AND DISCUSSIONS

The Caminho dos Cafés das Mulheres

The Instituto de Desenvolvimento Rural do Paraná – Iapar-Emater (IDR-Paraná) was created from the incorporation of the former Instituto Paranaense de Assistência Técnica e Extensão Rural (Emater), Companhia de Desenvolvimento Agropecuário do Paraná (Codapar), and Centro Paranaense de Referência de Agroecologia (CPRA) by the Instituto Agrônômico do Paraná (Iapar), under Law 20.121/19. In this new configuration, the agency's mission is "to provide integrated services in agricultural

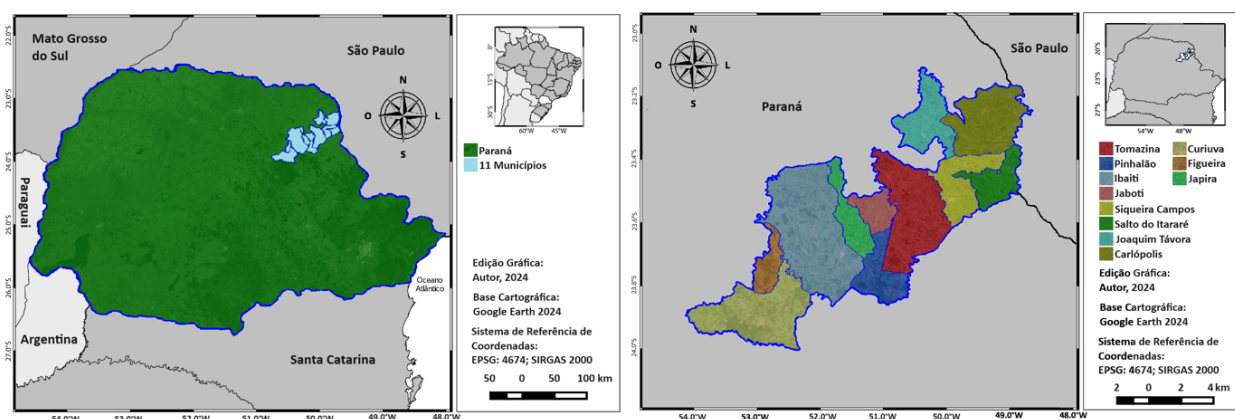
research and experimentation, technical assistance and rural extension, rural development, and expansion of the agroecology base for high-quality food production in an agile and efficient manner” (IDR-Paraná, 2023).

From this perspective, one of the state projects that has stood out in rural extension development by the institution is the rural tourism project. Thus, the agrotourism route Caminho dos Cafés das Mulheres emerged from the state public policy of technical assistance and rural extension, through the Mulheres do Café Project, carried out by IDR-Paraná and partners with groups of female coffee growers in the Norte Pioneiro region of Paraná.

The Mulheres do Café Project in the Norte Pioneiro region of Paraná was initiated in 2013 and has been developed to date through the initiative of the public ATER (Technical Assistance and Rural Extension) service, across 11 municipalities in the region: Curiúva, Figueira, Ibaiti, Japira, Jaboti, Pinhalão, Tomazina, Siqueira Campos, Salto do Itararé, Joaquim Távora, and Carlópolis (Figure 01).

Figure 01

Location of the Mulheres do Café Project and the Caminho dos Cafés das Mulheres Route.



Source: Data from the authors, 2024.

Since then, it has served around 250 female coffee growers, organized into groups, to enable their participation in ongoing training processes, improvement in coffee quality, and through the productive organization of these women, to provide access to new markets and better commercialization opportunities. A detailed description of the work



done, as well as the characterization of the coffee growers in the region, can be found in Morais and Souza (2018).

Throughout the Mulheres do Café Project and with the improvement in coffee production, several coffee growers began participating in and winning product quality contests, thus helping to make the region known as a producer of specialty coffees. This recognition, combined with the new demands of the quality coffee market, which increasingly seeks to bridge the gap between consumers and producing regions, opened the door to a new activity: rural tourism linked to coffee production by the women coffee growers.

Leveraging the experience accumulated by the Rural Tourism team at IDR-Paraná in organizing routes in other parts of the state, the team proposed organizing a route for the groups of women involved in the Project since 2013. Discussions and training with the involved coffee growers began in 2019, and the official launch occurred in May 2021.

Figure 02

Logo of the Women's Coffee Route



Source: IDR-Paraná, 2023.



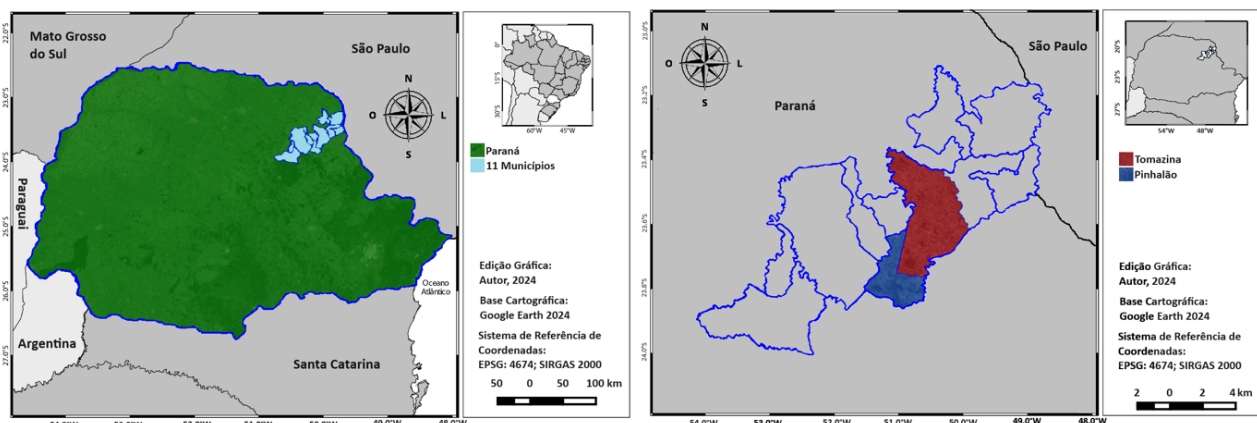
In the previous figure, the logo of the route is shown, where the woman represents the female coffee growers, depicted without a defined face, symbolizing the struggle for visibility in women's work in coffee cultivation. The green mountains represent the beautiful landscapes and fields of the region; the hands joined to form coffee beans refer to the organization of the women; and the burgundy color alludes to the AMUCAFÉ logo itself (IDR-Paraná, 2023).

The route currently includes initiatives from two municipalities in the Norte Pioneiro region (Pinhalão and Tomazina) and involves 20 female coffee growers and their families, who offer, by appointment, the following services: visits to properties and production processes; home stays and 24-hour experiences on the property; rural coffee; typical rural lunch; coffee classification and tasting workshops; visits to laboratories; and the sale of handcrafted products.

However, with the approval of Bill No. 565/2021 in the Legislative Assembly of the State of Paraná (ALEP), which designated the Women's Coffee Route as the official rural tourism route of Paraná, the possibility of expanding the route to other municipalities involved in the Mulheres do Café Project has increased. The current Women's Coffee Route (Figure 03) includes six properties, distributed between the municipalities of Pinhalão and Tomazina: Sítio Rancho Fundo, Sítio Raízes, Sítio Nossa Senhora Aparecida along with Agroindústria Ouro do Norte, Sítio São Luiz, Sítio Santo Antônio, and Sítio Bela Manhã (AMUCAFÉ, 2023).

Figure 03

Location of the Women's Coffee Route.



Source: Data from the authors, 2024.



Regarding the operation of the route, technical guidance for organization and operation is provided by the IDR-Paraná technicians. Scheduling of activities, payment management, and other management tasks are handled by the Associação das Mulheres do Café do Norte Pioneiro do Paraná – AMUCAFÉ. This association was established in 2019 with the purpose of formally representing the women participating in the Mulheres do Café Project, and had 116 members in 2022. Below are some images from the IDR-Paraná website related to the Women's Coffee Route.

Figures 04 and 05

Technical assistance and producing property.



Source: IDR-Paraná - AMUCAFÉ, 2021.

The choice of this collective management model was made based on discussions between technicians and the coffee growers involved, as an attempt to ensure that the proposal remains a collective and community-managed initiative, with benefits primarily directed towards the involved communities and groups, in line with the principles of community-based tourism.

Public Policy and the Women's Coffee Route

Based on secondary data sources, the documents guiding this research were evaluated, including State Bill No. 565/2021, which aimed to establish the Women's Coffee Route as a Rural Tourism Route in the State of Paraná, and another bill, No. 138/2021, which is currently under consideration in the legislative assembly of Paraná and deals with Community-Based Tourism. Considering the concepts and principles guiding Community-Based Tourism (CBT), some scientific articles on the topic were also



reviewed for this discussion, in addition to research in minutes and participation in meetings with coffee-producing women.

State Bill No. 138/2021, authored by Deputy Mabel Canto and others, in Article 1, addresses Community-Based Tourism and other provisions, in line with Law No. 15.973 of 2008, which establishes the tourism policy of Paraná. The justification for this bill already mentions the benefits of CBT for both tourists and the community and aims to build a solid, accessible, and permanent structure within democratic foundations.

Article 2 is composed of three paragraphs for the purposes of the law, which states the following: (i) CBT is one that incorporates the valuation of well-being and collective with a solidarity economy, income for all, where communities are responsible and guide the entire process of sustainable tourism activity in their territory, valuing traditional communities located in the countryside, forests, and waters. Providing more income together, generating employment opportunities and social inclusion, and safeguarding environmental and cultural heritage. (ii) Family Farming, as defined in Article 3 of Federal Law No. 11.324 of July 24, 2006. (iii) Traditional peoples and communities are considered: distinct groups that recognize themselves as a society and have the environment as their means of subsistence and cultural and identity production, using their ancestral knowledge for the maintenance of their communities.

Considering the guidelines in Article 2 of Bill No. 138/2021, it is evident that they align with CBT principles. As stated in the three paragraphs of Article 2, it is apparent that the provisions of the law are consistent with the principles defining CBT as a fairer way of conducting tourism, with the community as the protagonist of the process, valuing their territory, and undertaking actions for environmental and cultural preservation (Scheyvens, 2007; Bursztyn, Bartholo & Delamaro, 2009; Coriolano, 2009; Irving, 2009).

In light of these principles governing CBT, the Women's Coffee Route Project has implemented actions such as training courses in food handling and best practices and visitor service in rural tourism. According to Tavares (2022), tourism associated with coffee production has become popular in Brazil, attracting tourists from various regions interested in learning about coffee culture and enjoying unique experiences on historic properties (as exemplified in Figures 06 and 07).



Figures 06 and 07

Packaging of the Women's Coffee and rural coffee served to visitors/tourists.



Source: IDR-Paraná - AMUCAFÉ, 2021.

The paragraph discussing family farming underscores the need for regulation, as exemplified by the Acolhida na Colônia Association. In Brazil, this was first implemented in Santa Rosa do Lima/SC and became a model for valuing family farming and generating employment and income. The association began around 1998 with small family farmers in the mountainous rural region (Lima & Silva, 2019).

It is important to highlight the political impact of Acolhida na Colônia in recognizing and legalizing tourist activities in family farming in the state of Santa Catarina. Through its collaboration with other partners, the Rural Tourism in Family Farming Law (TRAF), No. 14.361 of January 25, 2008 (Santa Catarina, 2008), was established, followed more recently by Decree No. 1,559 of April 3, 2018, concerning Rural Microproducers (Santa Catarina, 2018). The TRAF Law recognizes agritourism as an agricultural activity, and the decree provides for the issuance of fiscal documents – electronic invoices for microproducers – for services such as accommodation, meals, and product sales, without the farmer losing their status as a family farmer or the associated social security benefits.

Authors Lima & Silva (2019) argue that Community-Based Tourism (CBT) emerges as a form of resistance from traditional communities in rural areas, such as fishing communities, indigenous people, and quilombolas, which have been appropriated and decharacterized by mass tourism. The State Bill No. 138/2021, in Article 5, specifies where CBT activities should be conducted and prioritizes traditional peoples and communities, highlighting segments such as indigenous communities, quilombolas,



artisanal fishermen, conservation units, slums, urban popular communities, rural settlements, family farmers, African heritage communities, and other social groups identified as traditional communities.

The objectives of the Law, detailed in Article 3, align with discussions around CBT and its principles to be applied in the State of Paraná. There is a clear connection with three Sustainable Development Goals (SDGs) from the 2030 Agenda, which, according to the World Tourism Organization (UNWTO), directly reference tourism. SDGs 5, 8, 12, and 14 aim to promote more sustainable economic growth, gender equality, inclusive and responsible growth contributing to global economic growth, peace with more freedom, and the eradication of poverty and its dimensions (UNWTO, 2017; IPEA, 2019; Irving, Coelho & Arruda, 2020).

The concept of Community-Based Tourism in Brazil emerged from Local Community-Based Tourism Meetings (ENTBL) in 1997, considered one of the main academic events on tourism phenomena and impacts. Various initiatives took place between 1998 and 1999. Community-Based Tourism began to be interpreted and discussed in academic literature and public policy narratives as an alternative for local socioeconomic development. As a tourism public policy, discussions about CBT in the country were first mentioned in the 2013-2016 National Tourism Plan (PNT), nearly three years after the previous plan (Lima, Irving & Oliveira, 2022). It is important to note that, on a national scale, CBT experiences originated from the work of non-governmental organizations and researchers on the topic.

Former Tourism Minister Daniela Carneiro highlights, as one of the objectives for the 2023/2026 management, MTur's efforts for sustainable tourism development, preserving nature, strengthening tourism to generate income and employment, and combating hunger. Therefore, MTur's objectives align with the 2030 Agenda and its SDGs established by the United Nations (UN), where tourism is central to policies for environmental protection and hunger alleviation. In line with these objectives, CBT is considered a sustainable alternative form of tourism that contributes to the empowerment of local communities.

In State Bill No. 565/2021, the Women's Coffee Route, although still an emerging initiative, already embodies the basic principles of CBT and presents potential for expansion throughout Paraná, resulting from the participatory management of the Association of Women Coffee Producers of Northern Paraná (AMUCAFÉ). The notion of the association and its advantages become evident by showcasing the work and



production process of coffee until it reaches the consumer's cup, bringing visibility, helping attract visitors, and adding value to the products.

It is worth noting that coffee production in Northern Paraná, led by women, has gained prominence in recent years (Figure 08). In 2015, three producers from the region were awarded first place in the Paraná Coffee Quality Competition, and their work also attracted attention from other organizations such as the International Women's Coffee Alliance (IWCA), which recognized the role of women involved in all stages of coffee production (IDR-Paraná, 2024).

Figure 08

Promotion and recognition of Women Coffee Producers from Northern Paraná.



Source: Instagram - Mulheres do Café do NP do PR, 2024.

Regarding the benefits and value addition to coffee, it is evident from the generation of high-quality, distinctive products that are produced and processed artisanally and promoted through tourism or sales at fairs (Figure 09). This value is not limited to

financial aspects and allows for the appreciation of the role of women, families, and coffee production professionals.

Figure 09

Coffee and sustainability.



Source: Instagram - Mulheres do Café do NP do PR, 2024.

It is important to highlight that coffee tourism faces various challenges such as seasonality. Besides the seasonal nature of coffee production, visitors tend to visit during the harvest period (Silva, 2023). However, coffee tourism packages can also have positive impacts by preserving the cultural and environmental heritage of the region. In this context, visitors can learn about sustainable cultivation practices and the importance of biodiversity preservation in the coffee-growing region, as well as appreciate the work of the producers (Tavares, 2022).

Regarding associative work, it is present in group discussions and opportunities for fundraising. Additionally, it strengthens small communities working together, forming a collaborative spirit, acquiring knowledge, values, and mutual respect. It is worth noting that TBC initiatives are structured as organizations based on self-management



of community resources and democratic and solidarity practices in work and distribution of generated benefits (Maldonado, 2009; Palacios, 2016).

The creation of the Caminhos dos Cafés das Mulheres Tourist Route (as shown in Figure 10) has also brought benefits through the inclusion of women and income generation, in property organization and the sale of various products, helping to boost self-esteem, family care, the knowledge of the property owners, and transforming the lives of pioneering women, thus strengthening family farming.

Among the main services offered are rural district lunches; Rural Coffee (colonial coffee); visits to the coffee classification and tasting laboratory; lodging; and the sale of coffee and promotional material such as mugs, dish towels, t-shirts, and colonial products like coffee brigadeiro, jams, sweets, among others. The creation of the bill is still recent, and the route is still in the organization and promotion phase.

Figure 10

Promotion of the route on the Project's social media.



Source: Instagram - Mulheres do Café do NP do PR, 2024.



Associations play the role of a new tourism entity, acting as an intermediary between state policies for tourism and the competitive will of private entrepreneurs. They serve as a mobilization tool for the communities where attractions and businesses are located, which is necessary for organizing events, marketing, and activities involving many people. They energize the routes, create a collaborative and collective mentality, fostering mutual aid, mitigating failures, and ensuring that achievements are shared by all (Brambatti & Nitsche, 2018). An emblematic example of TBC creation occurred with the Latin American Community Tourism Network (REDTURS), established in 2001, aimed at coordinating networks developed on local and national scales to diversify employment and income opportunities.

CONCLUSIONS

This article discussed how public policies have influenced the development of Community-Based Tourism (TBC) in the state of Paraná, specifically regarding the agrotourism route Caminho dos Cafés das Mulheres, located in Northern Paraná. For the analysis and discussion of this research, two documents were considered: Bill No. 565/2021, which regulated the Caminhos dos Cafés das Mulheres route, and Bill No. 138/2021, currently under consideration in the Paraná Legislative Assembly, aimed at regulating TBC activities. Scientific articles discussing TBC and public policies were selected for this discussion.

Given that both bills were created in 2021, the Caminho dos Cafés das Mulheres project was approved the following year, while the bill to regulate TBC in Paraná is still under consideration, involving various meetings and the participation of different stakeholders. Although various strategic tourism actors have participated in the process, the real results for the development of TBC at the national level have been limited. Many initiatives tend to occur in a superficial and sporadic manner.

However, these processes contribute to organizing TBC through collective action and local, national, and Latin American networks, highlighting common concerns that help build alliances between individuals, organizations, and social movements, thereby influencing public policy agendas (Moraes, Irving & Mendonça, 2017).

Regarding the research objectives, it can be stated that, based on the theoretical framework and methodological approach used in this article, community-based tourism has been translated into sectoral public policy narratives, especially in Paraná, supported by legislation and the work of class associations and institutes such as the technical work performed by IDR-Paraná.



The study's limitation was the lack of interviews with associates and clients, considering the evolution of TBC in Caminho dos Cafés das Mulheres, as not all properties were receiving visitors during the research period. An attempt was made to apply an online questionnaire to some women, but due to differing realities (hindering comprehension) and the amount of tasks on the properties, there was insufficient engagement.

Regarding the research question, it was evident that public policies can influence the development of TBC in Caminho dos Cafés das Mulheres through support from class entities, technical assistance providing training, organizing work associatively, and generating income for women and coffee-producing families.

For future studies, possibilities include deepening the relationship between existing TBC initiatives and public policies in other Brazilian states, as well as analyzing the main impacts generated by these policies, which support productive activities, job creation, entrepreneurship, creativity, and innovation, as well as encouraging the diversification of tourism offerings and expanding channels for marketing and distribution of organic and artisanal products from coffee production.

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