

COMMUNITY TOURISM IN PRAINHA DO CANTO VERDE, CEARÁ, BRAZIL

Tourism services and prices (R\$*):

Guesthouse accommodations:

NAME Capacity** of guest house / rental houses All with private toilet	ROOM RATE PER PERSON SGLB R\$ *	ROOM RATE PER PERSON DBLB R\$ *	ROOM RATE PER ADDL. PERSON R\$ *	REMARKS
Casa Beira Mar Large house 8 guests ** Small house 6 guests ** Owner retired fisherman	30.00	60.00	+10.00	Breakfast included
Triggerfish House (Casa Cangulo) 4 guests ** Owner Community Assoc.	40.00	55.00	+ 10.00	Fully equipped kitchen
Gorete's House 4 guests ** Owner Fisher family	44.00	55.00	+ 10.00	Without breakfast
Guest House Sol e Mar First floor 5 rooms Owner fisherfamily	30.00	40.00	10.00	Breakfast included
Guest House Refugio da Paz - Dona Mirtes 3 rooms Retired community health agent	30.00	35.00	10.00	Breakfast included
Vila Maresia 4 guests ** Owner Community Assoc	50.00	60.00	10.00	Fully equipped kitchen
Comunity Guest House 2 rooms sharing toilet	35,00 for 2 guests	55,00 for 4 guests	10,00	Without breakfast
Pousada Recanto da Maezinha 5 chalets Owner fisher family	35.00	40.00	10.00	Breakfast included

* R\$ = Brazilian Real, Exchange rate: **US\$ 1.-- = R\$ 2.10; Euro 1.-- = R\$ 2.80** (Dezember 2006) **subject to change**

** Capacity indicated for rental houses is the ideal for guest comfort and offers bedsheets, towels and kitchen/dining utensils for the number of guests indicated.

- **High Season Surcharge:** During Carnival, Christmas and New Year, Sailing Regata (last week-end in November) and Holy Week) a **surcharge of 30 %** applies. Minimum stay during Carnival is 5 days.

- For advance reservations a Reservation Fee of US\$2.00/Euro 1.50 will be charged to cover administrative costs. To confirm reservations during high season we require a deposit of 50% of the room rate.

- No credit cards or traveler checks accepted (yet)

Food and Beverage:

Several restaurants owned by community members offer home made food, freshly made form fish and seafood caught by the fishermen almost every day at reasonable prices:

Restaurantes: Sol e Mar, Navegador, Brisa do Canto Verde, Beira Mar

Meals a la Carte	from R\$ 10.00
Soft drinks,	from R\$ 1.50
Beer	from R\$ 3.00

* approximate prices subject to change and exchange rates

Transfers:

Transfer by private car:	Fortaleza Airport to Village one way (3 passengers)	R\$ 150.00
	From bus-stop Lagoa da Poeira to beach (6 km)	R\$ 10.00
	Aracati to Prainha do Canto Verde	

Events – Meeting room and equipment rental:

Meeting rooms at the school or Community Center	R\$ 60.00 / dia
Overhead Projector, blackborad, Beamer, panels etc.)	Extra charge

Excursions/Activities:

Dune trails walking TOUR	1- 2 people	R\$ 25.00
	3- 5 people	R\$ 35.00
(Starting point is the community, visiting the school and then walking over moving sand-dunes to a sweet water lake for a visit to a maniok mill, local guide and refreshment with Coconut Milk along the way)		
Canoa Quebrada or Morro Branco or Praia das Fontes		
beach resorts (4 people)		R\$ 80.00
(these excursions will show you the difference between community based tourism and mainstream tourism development)		
Jangada (sail raft) cruise	(1-3 people)	R\$ 55.00
(want to get an idea of what the ocean is like?)		
Catamaran cruises:	1 hour (4 people)	R\$ 75.00
(This is for first timers who want to test their ocean resistance)		
	Half day (4 people) bev.	R\$ 150.00
(we will take you on a tour of the ocean, watch artisanal fishers in floating nutshell showing their skills)		
	Full day (4 people) food/bev	R\$ 200.00
(if you have taken one of the jangada or catamaran cruises without suffering from sea-sickness then you are ready for this one)		
Fishing expeditions (boat/fisherguide)	from	price on request
(this is for sport-fishers who are ready to make a new experience in not so recreational fishing)		
Research trips		price on request
(accompany our fishers when they go through their fishing area to collect data for the future management plan for the artisanal fishermens reserve)		

Visit to mangroves in Fortim lunch incl. 1- 2 people R\$ 70.00
(you will meet some real fisher(ladies) who take pride in their independence and will take you to the mangroves and to visit their own oyster farming experience)

Guides, private cars:

Private car use without driver per km	R\$ 1.00
Private beach buggy without driver per km	R\$ 2.00
Guide, fisher, driver services half day	R\$ 30.00
Guide, fisher, driver services full day	R\$ 50.00

COMMUNITY AND SOLIDARITY TOURS:

Visit communities in the region which maintain cooperation with the community of Prainha do Canto Verde and get to know different experiences of local development, community based tourism and fair trade:

a) Coqueirinho, Fortim:

A project of the land reform in the drought plagued interior 20 km from Prainha. 50 families are making a living on poor land by raising small animals and growing organic produce. The innovation is the community restaurant, guest house and handmade products. The community receives support and technical assistance from CARITAS, Foundation Tremembé, Italy and Associação Caiçara in Icapui.

b) BODEGA, the northeast alive with solidarity is a fair trade shop in the historic city of Aracati (35 km from Prainha) where over 40 communities join forces and formed a cooperative to sell their products at fair trade prices – natural products, eggs, honey, clothing, handicraft and other products. The cooperative receives support and technical assistance from CARITAS, Foundation Tremembé, Italy and Associação Caiçara in Icapui.

c) Pousada Tremembé, Icapui: This guesthouse is located on a idyllic beach (120 km from Prainha) and is the base for the Foundation Tremembé and Associação Caiçara in Icapui. The revenue from the pousada and restaurant benefits community projects in the region.

Depending on the combination of visits and the days we will calculate the cost for you.

d) Ponta Grossa community tourism, guide and private car 1-4people R\$ 200.00

You will get to know the village which followed in the footsteps of Prainha do Canto Verde to develop community tourism. you will learn about the first visit of Spanish sea-farers who missed making history in 1500, get to know a unique eco-system (great for birdwatchers) and learn all about the last habitat of Marine Manatees in Brazil) with overnight, dinner per person R\$ 40.00

* prices per person unless otherwise indicated, * approximate prices subject to change and exchange rates

PRAINHA DO CANTO VERDE – ADDITIONAL GUEST INFORMATION

Community Activities:

Guests are invited to participate in community and school events. For guests (min. 4) who take an interest in community work and organization, leaders of the community are ready to make power point presentations and show videos about some of the community projects or environment preservation activities and are happy to answer questions and receive suggestions. Since this will all happen in their free time there is a minimum charge of €5.00 to cover time spent.

Code of Conduct:

The community is presently working on a code of conduct for members of the Tourism Cooperative which makes recommendations for the conviviality between members of the cooperative, the community and our guests. There are some simple recommendations for our guests that will help create a relationship of trust and solidarity:

The majority of the inhabitants of our village respect their fellow residents and guests and expect the same from visitors:
Children are full of curiosity and like to interact, protect them like you protect your own.
Most people don't mind to be photographed, but its better to ask first, no payment necessary.
Don't make promises you can't keep, like sending photos.
Eco trails are limited to a maximum of 6 guests including the guide.
There is no minimum size of biquini's, but not top less please.
Don't visit family homes without an invitation.
Please don't offer money to people, wether they ask for it or not. The community organization is doing its best to improve life quality in the village.
If you would like to support community activities or the local school please contact one of the representatives, who will be happy to present their projects.
Many visitors end up supporting the community even over a longer period of time. Theyu receive regular information about the projects.
The Students Association is working voluntarily to organized the collection and recycling of our garbage, they appreciate your cooperation to help the community clean.
A courageous group of the community has resisted the take over attempts by speculators and real estate companies for over 25 years. Sale of Federal Land is crime.
Please let them know that you support their efforts to preserve the land for their children to live and work on it and for your children and grandchildren to visit us in the future.
Please let us know when you find something wrong or if you have ideas and suggestions that can help us to make Prainha do Canto Verde a better place to live and visit.
Thank you: Village Association of Prainha do Canto Verde
Tourism and Handicraft Cooperative of Prainha do Canto Verde
Education Council of the school "Bom Jesus dos Navegantes"

About the Community:

The first settlers came to Prainha do Canto Verde around 1860, Joaquim Caboclo and his wife Filismina were first to build their shack on the beach and had 12 children from which about 70% of todays population descend. The first documented notice is of a jangada (sail-raft) that sailed to the city of Belém at the mouth of the mighty Amazon River. It was the first knopwn "raid" documented by the press in 1928. Joaquim and two more friends had accepted the challenge of a friend and spent an adventurous 14 days getting to the city of Belém. That the day of arrival was September 7 and the name of the jangada was 7th of September was not a mere coincidence – 7th of September is Indepence Day in Brazil and arriving there on that day was part of the challenge. After heavy rains flooded the original village in 1974, people moved to what today is known as "Red Neighborhood" named after the red earth where the first house was built. What really shook up people in this dreamy village, was the news that a certain Antônio Sales Magalhães was buying up the sand-dunes. Who turned out to be a very professional speculator even "managed" the judge of his good intentions. This was what started a legal battle of 25 years to find out who is the rightful owner of this fishing village - the people that had settled there over 140 years ago, or "sleazy Antônio" the professional crook. On March 14, 2006 the Superior Federal Court of Justice, in Brasilia, has upheld the lower court rulings in favor of the community. Now the people are awaiting the publication of the sentence pending any last minute appeals by the defendents
Since then the community hasn't stopped to develop and today is known for its community organization, the quality of education in the village school, its leadership to unite fishing communities all over the state of Ceará to combat predatory fishing, the legendary protest trip of a jangada (sail-raft) called SOS Survival with four fishermen and 2 women all the way to Rio de

Janeiro to denounce real estate speculation, predatory fishing and the lack of government support for artisanal fishing communities.

With this historical background there was fertile ground for a new experience in the community. With the participation of a large part of the community COOPECANTUR the Tourism and Handicraft Cooperative of Prainha do Canto Verde came to life in 1999 after a planning seminar in 1998 which counted with the participation of many community members, NGO's, Government organizations and members of other communities along the coast of the State of Ceará. Today Prainha do Canto Verde is internationally known for its community based tourism project which has become a model for coastal communities in Brazil and is known internationally, having won several national and international awards.

More about this success story you will find out personally on your visit to Prainha do Canto Verde.

Information and reservations:

Visit our new Homepage :

**www.prainhadocantoverde.org
www.prainhadocantoverde.com.br
www.amigosprainha.org**

Or learn more about the TODO Award: <http://www.todo-contest.org/preistraeger-en/prainha01.html>

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Other websites related to sustainable tourism and coastal development:

**www.turismosust.hpg.com.br
www.soszonacosteira.hpg.com.br**