



PROJECT STRAVAL

“STUDIES, TRAINING, SOCIO-ECONOMICAL VALORIZATION AND
MANAGEMENT OF NATURAL, CULTURAL AND MONUMENTAL PROPERTY
FOR THE PROMOTION OF THE LOCAL SOCIETIES OF LATIN ”



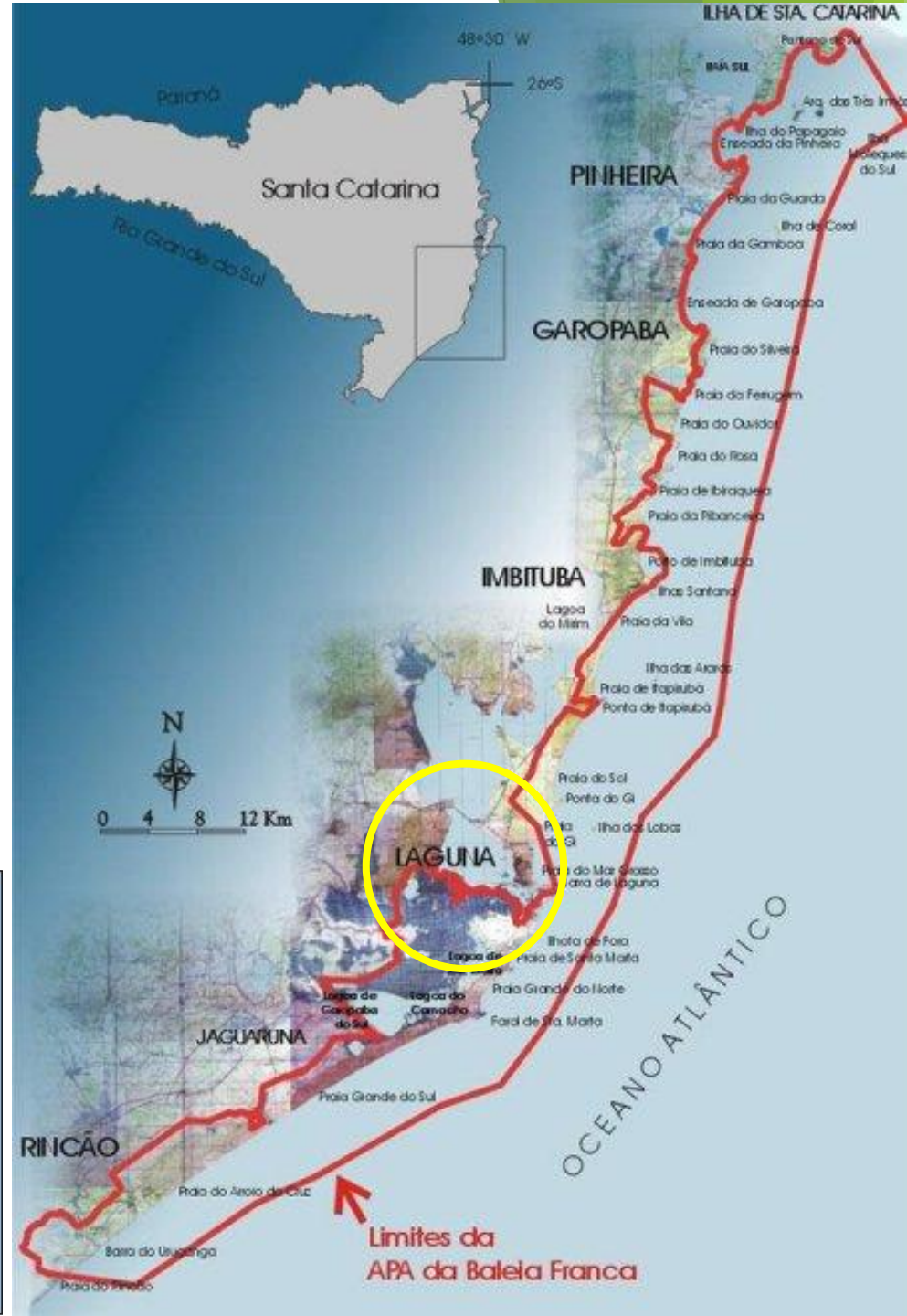
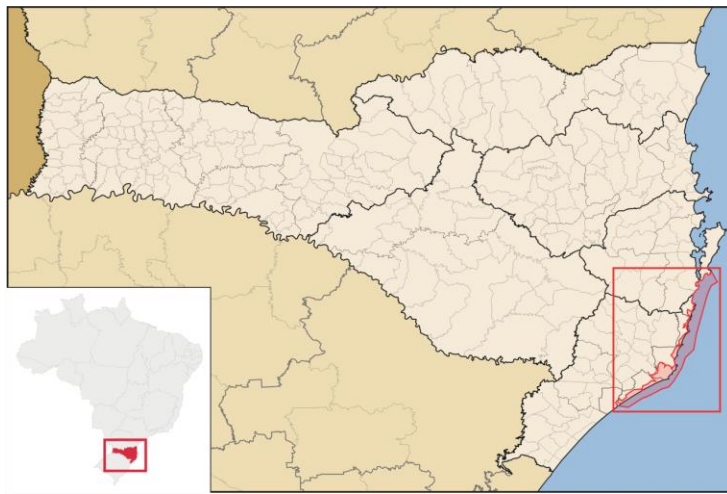
Case Study of Brazil: APA of the Southern Right Whale

A detailed study of the city of Laguna - SC



APA of the Southern Right Whale

With 156.100ha and about 130km long, covers ten municipalities of Santa Catarina coast.



APA of the Southern Right Whale

“Protect, in Brazilian waters, the southern right whale, Eubalaena australis, order and ensure the rational use of natural resources in the region, order the occupation and use of land and water, order the tourist and recreational use, research activities and local traffic of ships and aircrafts.”



The city of Laguna



Vista do Centro Histórico - Laguna

- Region occupied since prehistory (middens)
- 17th - Occupation intensified by the Portuguese
- Choose of location: natural harbor and the Treaty of Tordesillas



Centro Histórico - Laguna

The importance of Laguna

- Treaty Tordesilhas



The importance of Laguna

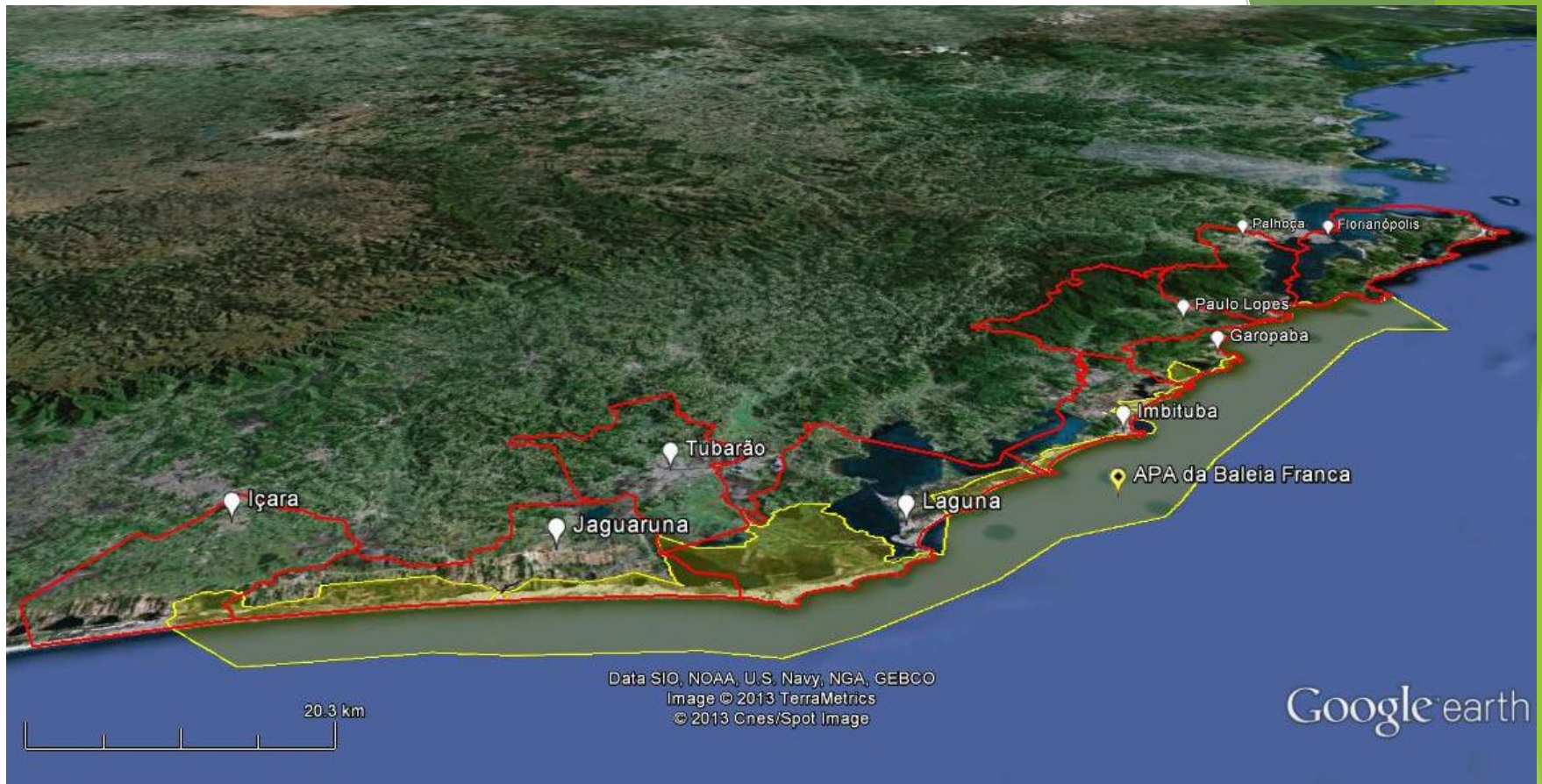
- ▶ Treaty Tordesilhas
- ▶ Juliana Republic
- ▶ Anita Garibaldi Heroin
- ▶ First city of Santa Catarina to be listed by IPHAN



Potentialities

- ▶ Watershed of the lagoon complex and Tubarão River
- ▶ Large coastline
- ▶ Varied topography
- ▶ APA e APP





APA of the Southern Right Whale

Potentialities



- ▶ Listed historic center
- ▶ Natural population of Luso-Brazilian origin

Potentialities

- ▶ Exploitation of wind energy
- ▶ Commercial and sport fishing
- ▶ Jobs in the commercial and the provision of services sectors - tourism



Deficiencies

- ▶ Lack of a clear environmental and urbanistic planning law
 - ▶ Unused buildings in the historic center
 - ▶ Pressure for occupancy of the edges of ponds and hills
 - ▶ Disrespect to the areas of APP



Deficiências



- ▶ Lack of tourism planning
 - ▶ Lack of a marketing plan for tourism
 - ▶ Stretches of roads in poor condition and without signs
 - ▶ Poorly qualified workforce
 - ▶ Few hotel units with more comfort

Suggestions

- ▶ Elaboration of a management plan for the APA
- ▶ Compatibility between environmental and urban planning laws
- ▶ Delimitation of preservation interest areas
- ▶ Monitoring and control of territory
- ▶ Recovery of degraded APPs
- ▶ Check the possibility of installing wind generators

Suggestions

- ▶ Formation of an identity
- ▶ Establishing an integrated tourism plan between cities of APA
 - ▶ Sun and beach tourism
 - ▶ Cultural tourism
 - ▶ Adventure tourism
 - ▶ Nautical tourism
 - ▶ Fishing tourism
- ▶ Improvement of infrastructure related to tourism
- ▶ Revitalization and use of buildings in the historic center
- ▶ Promote the installation of technical and higher education facilities taking advantage of the existing infrastructure

Conclusions

