

Cultural Identity in Environmental Protection Areas of Nova Friburgo: Heritage, Tourism, and Traditions

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Abstract : The paper discusses the cultural identity of the communities located in Environmental Protection Area (APAs), in the mountainous region of Rio de Janeiro, constituted almost entirely by descendants of Swiss immigrants who arrived in Brazil in the nineteenth century. The communication is the result of an extension project named "Cultural Identity in Environmental Protection Areas of Nova Friburgo." The objectives of this project were framed in the identification of local history, cultural demonstrations, crafts, religious events, festivals, the "know-how" and traditions. While an extension project, developed by students and teachers of a Bachelor of Tourism Management program, the work provided a more practical action: awareness the communities that inhabit the APAs on the possible implementation of the cultural community-based tourism, a sustainable alternative for economic development, involving local people as propagators of local culture, and tourism as a way of valuing and safeguarding of Intangible Heritage.

Keywords : tourism and cultural heritage, tourism and cultural impacts, tourism and cultural change, cultural identity

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