

**6th Conference of the International Forum on Urbanism ([IFoU](#)) -  
TOURBANISM  
ETSAB/Barcelona/2012**

## **Tourism in Florianopolis, Brazil. Landscape Patrimony in the basis of a Sustainable Development**

**Ayrton Portilho Bueno, prof. Dr.**

Programa de Pós-graduação em Arquitetura e Urbanismo - PósARQ  
Universidade Federal de Santa Catarina,  
Departamento de Arquitetura e Urbanismo  
Florianópolis, Santa Catarina, Brasil  
[ayrtonbueno@hotmail.com](mailto:ayrtonbueno@hotmail.com)

## **SUMMARY**

**1. Intro**

**2. Contextualization**

**3. Touristization**

**4. Method of Analysis**

**5. On the Territorial and Tourist Model of Development**

**6. Conclusions**

# **1. Presentation**

**This work is the result of a doctoral thesis developed at the Universidade de Sao Paulo and Universidad Politècnica da Cataluña between 2002 e 2006.**

**Seeks to understand the tourist process and its repercution in the territory of Florianópolis, the state capital of Santa Catarina in southern Brazil under the analytical approach of landscape architecture.**

**Identifies the structure of the landscape through its landscape unit, related to the social processes - historical, economic, cultural and environmental to criticize the model of territorial development and tourism now underway.**

**Raises questions about the context of tourism production and transformations of the territory emphasizing the problems of management development.**

**Ends pointing to the incorporation of heritage values of the landscape in territorial planning of the city**

## 2. Contextualization



Florianópolis, is a medium-sized city (400,000 inhabitants) with 424,40 km<sup>2</sup> in the southern coast of Brazil with most of the territory on the island of Santa Catarina. Situated in a subtropical climate zone, has tourist attractive related to cultural and natural landscape.

Has attracted tourists from Brazil and Latin America, especially the region of the River Plate (Argentina and Uruguay), and more recently and less intensively, Europe and North America







(Image from INPE, 2002)

**Its geographic condition makes with that it forms a conurbated region with coastal cities.**

**Granitic bulks recovered by forests and coastal plains of recent geologic formation (5000 years) form a diversified landscape mosaic that it shelters diverse ecosystems.**



Subtropical forest

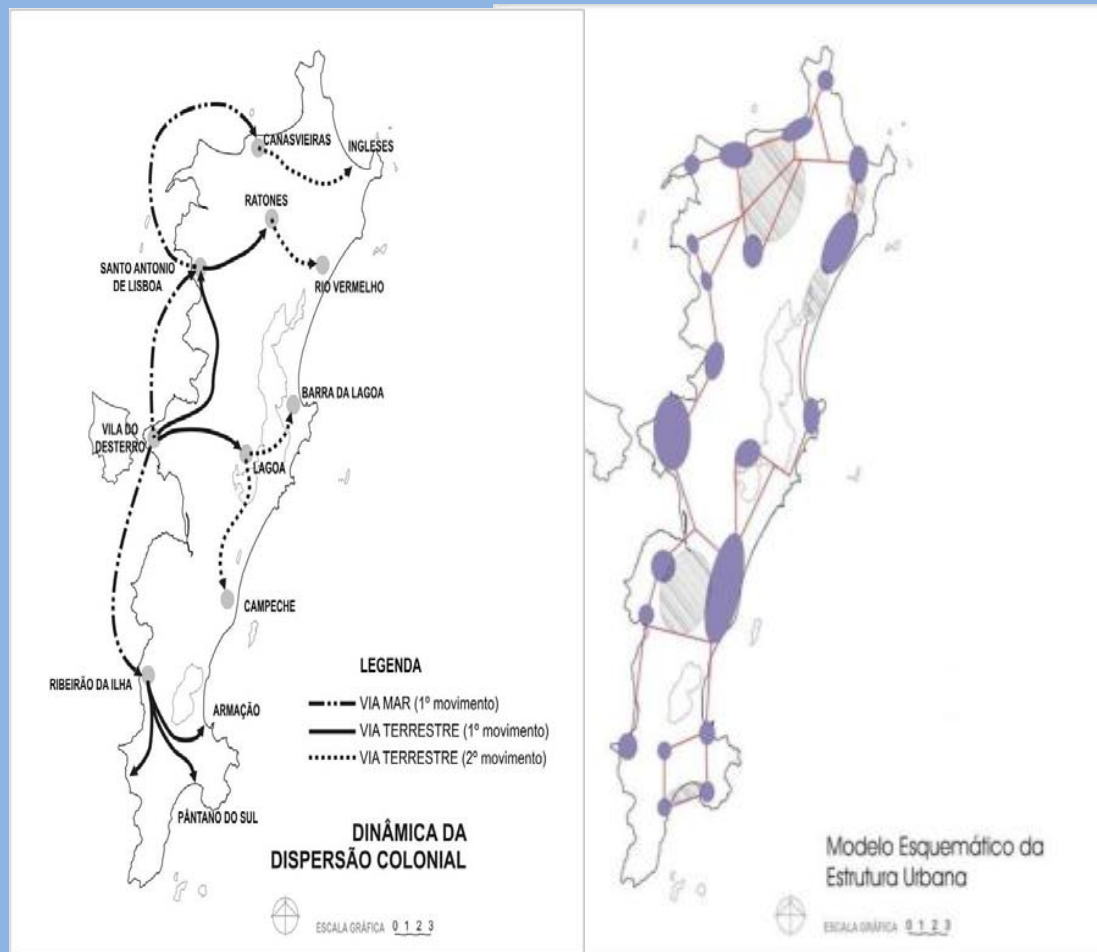


Mangroves



Dunes

Photos by Ricardo Stoll



Established in century XVII, it starts to be well occupied with Azorean migrants in century XVIII, remaining without dynamism and little and diffuse urbanization until the beginning of century XX. From years 50 it starts to receive delayed vectors of modernization compared to the others capitals from the country. This delay made possible that the structure of colonial settlement guides the current occupation.

## Colonial Dispersion and Structure of Current Urban Occupation

(Elaborated by author, 2005)



**Colonial building**



**Colonial settlement**

**Agricultural areas in transformation under suburban pressure**



Photos by author, 2004





**Natural Coastal**

**Landscape Urban of Central Nucleus**

**Rural Landscape**



(photos by D. A. Prado, 2006)



### 3. Touristization



**The tourist attractiveness of Florianópolis stems from its natural attributes and cultural landscape resulting from the colonial processes of human settlement and farming. From the 80's a suburban occupation begins on the shoreline over quaternary plains, dunes and mangroves (photos by D. A. Prado, 2006)**





## **Tourist Settlements** (photos by D. A. Prado, 2006)



## **4. Method of analysis**

**Morphologic and processual**

**Social Approach**

**Historical, economic, cultural and political issues**

**Environmental Approach**

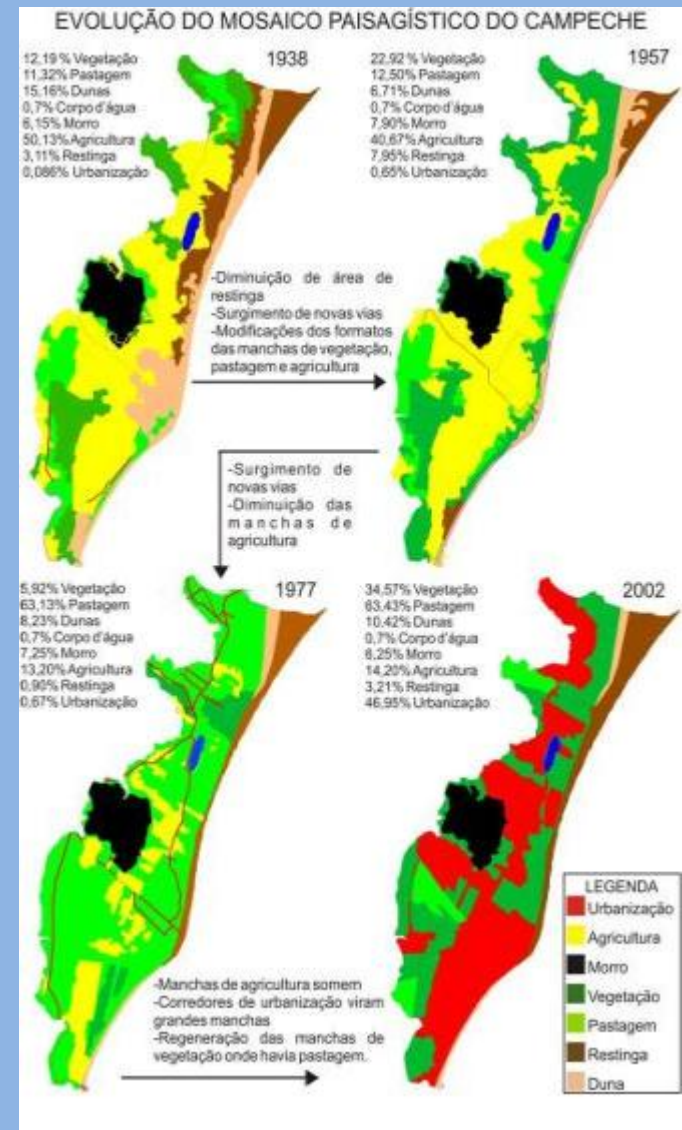
**Landscape Architecture Approach Identification of the structure of the landscape through its landscape unit, related to the social processes - historical, economic, cultural and environmental to criticize the model of territorial development and tourism now underway.**

**Identification of the territorial and tourist process of development agents, social organizations and development vectors and their consequences on landscape.**



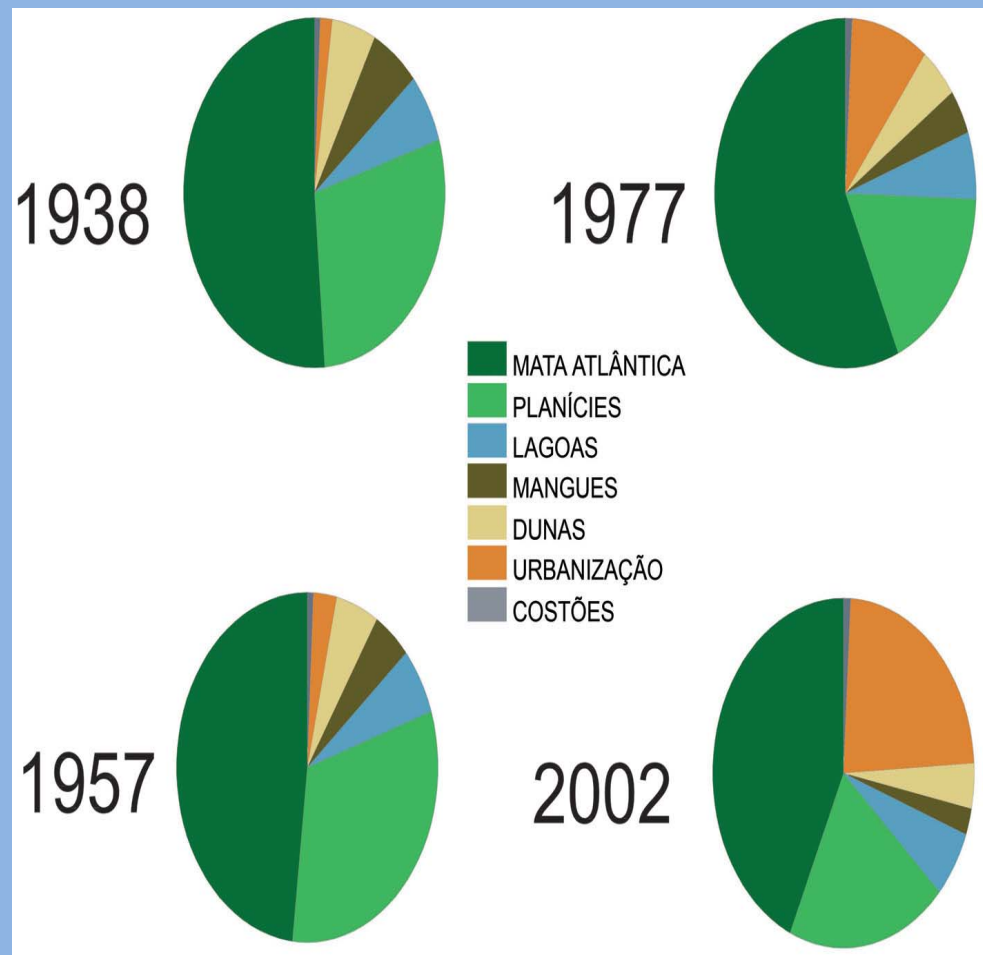


**Aerial photo of the unit of landscape - Campeche (IPUF, 2002)**



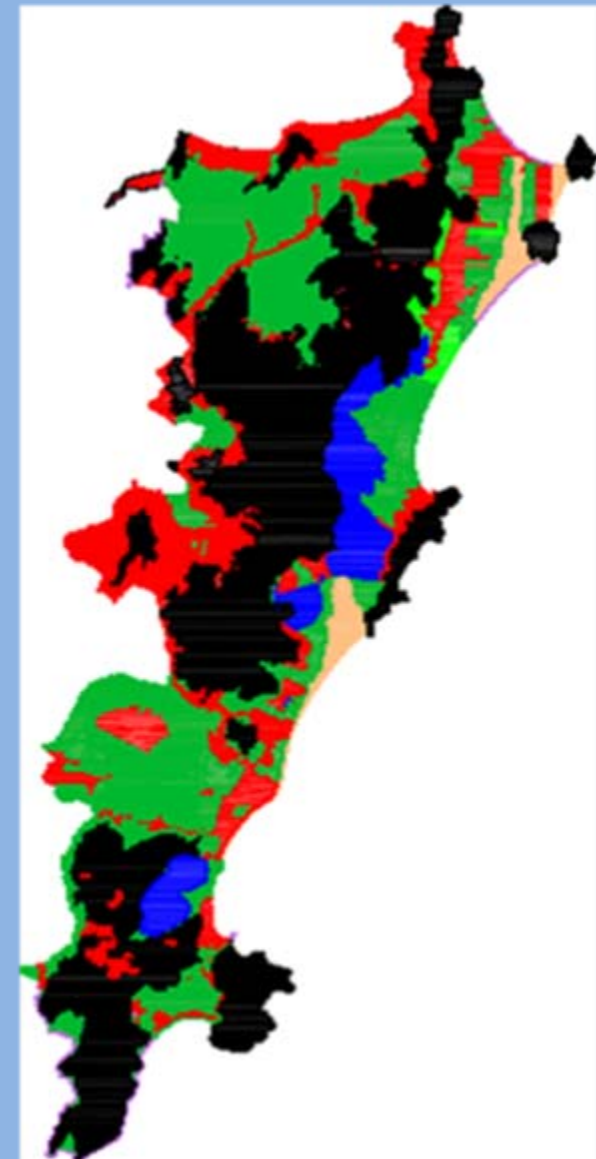
**Analytical maps of the evolution of the mosaic of the unit of landscape - Campeche (source: author, 2005)**





## Territorial evolution of homogeneous areas

Source: author, 2006



## Landscape mosaic 2002

Source: author, 2006



Mapa de Terras Comuns  
(Nazareno Campos, 1991)

## Colonial communal lands

Source: Campos, 1991



## Remaining plains

Source: autor, 2005



## Areas protected by laws (specially the hills)

Source: author, 2005

## **5. On the territorial and tourist model of development**

**The model adopted of tourist development until recently is based on examples of mass tourism, prioritizing the tourism of second residence.**

**Moreover, the current model, based in strategical planning, is influenced by the construction trade, with all the consequences of this linkage, as pressure to increase areas for urban development and increased rates of construction**

**The impact of changes in the landscape are noticeable.**

**Reproduction of models already obsolete and decontextualized.**

**Homogenization of landscapes.**

**Occupation indiscriminate quaternary plains.**

**Ecological imbalances**

**In a city with multiple social, economic and cultural facets as Florianopolis, the conflicts and disputes have been marking the recent process of urbanization:**

**modern economic sectors and  
patrimonial and pre-industrial pattern sectors  
traditional political practices - clientele and patronage  
modern systems of divulgation and marketing of ideas,**

**These resistance movements, that are part of the social construction process of the space in Florianopolis and for not feeling benefited or for positioning against social injustice and environmental degradation made evident by urbanization, oppose to the development process of tourism as it has been happening.**





**Nowadays the pressure of the tourist occupation, by the second residence of suburban characteristic or by increment of the constructive density next to coast, is perceived for all the extension of the Island and has serious impacts on the environment.**

**Physiographic and ecological aspect - destruction of ecosystems and biota of scientific interest and the alteration of hydrological systems.**

**Scenic perception aspect - loss of view of the broad coastal plains and the occupation of areas with landscaping and tourist interest, the source of tourist attraction, bringing negative consequences to the activity itself.**

**Cultural aspect - disable a strengthening of local identity, with conservation of cultural landscapes of strong appeal to residents.**

**Many of these areas were communal lands, which had given and continue to give territorial identity and culture to residents.**



**Map of colonial communal lands** (source: Campos, 1991)



**Current occupation of remaining communal lands**  
(Photo by D. A. Prado, 2006)



**Restinga still unoccupied**

Photo by author, 2004

**The remaining communal lands has a strong tourist attraction and are valued by the resident population**



Ratones River Basin



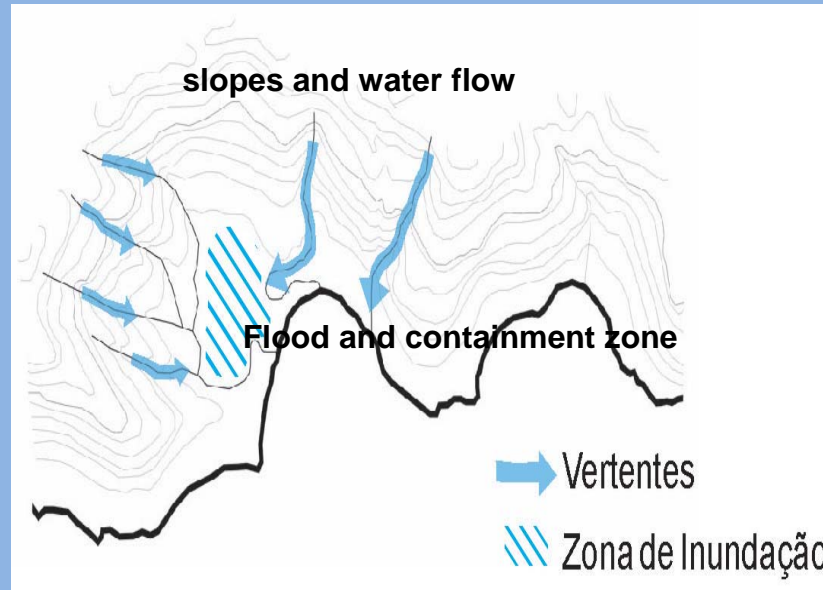
Campeche Plain



Pântano do Sul

**Remaining plains over communal lands currently under urban pressure**

## Eco-Hidrological Function of the Plains



**Schematic drawn showing the draining area**

Elaborated by author





**General view of beaches with second residence allotements  
over quaternary plain on coast**

Photos by D. A. Prado, 2006

## **6. Conclusions**

**The current challenges ahead globalization demand structural and paradigm changes in terms of sustainability and efficiency of the activity: establishment of government policies that facilitate the attraction of external capital, competitiveness of companies and destinations, increase on the offer of collective use equipments near the main centers of tourist interest, trying to find strategic concepts of habitability, visitability, and investibility in a sustainable way on the territory.**

**New paradigms point to the inclusion of the environmental variable, in a wide vision, where social and spatial sustainability is the key in the consolidation, maintenance and survival (competition) strategy in a globalized market. The development of contemporary tourism has valued unique identities and landscapes that result from an adaptation of the model to the territory, but also adapting the territory to the new tourism model, raising the possibility of tourism being an opportunity of maintaining the landscape.**

## **Points to think**

**Necessity of dissociation between the tourism development and the urban development, because in the Santa Catarina Island context these expressions represent opposite notions, if not incompatible.**

**The tourist capital should avoid and eliminate the influence of real estate capital (CCRS Architects, 1993) and, if the attraction of tourism is the landscape and the growth of the activity cannot dispose of it, it should happen in a way that does not obliterate the landscape.**

**Is necessary the comprehension of tourism not only as another segment of economy, but as a communication process, with a cultural dimension and that, differently from the other industries, has a specific product and way of consuming it: in the case of Florianópolis, its landscape.**

**The conflicts due to the model of urban tourist expansion in Florianopolis has shown that other actors are involved in the process, even in a forced way, and that resident populations can have more sympathy for tourism development in the future, if supported by the real improvement of the situation of the residents**

**The possibilities of use of landscape patrimonial resource can impel a series of alternatives of territory ordering especially if considered its cultural dimension that goes beyond the esthetical enjoyment and the ecological precepts. The landscape starts being understood as an element of identity construction and even as a way of promoting citizenship.**

**And the comprehension of conservation and preservation as social end ecological concepts has to go beyond the intangibility of natural spaces, incorporating the idea of active conservation and preservation, in a contemporary view of social use of nature.**

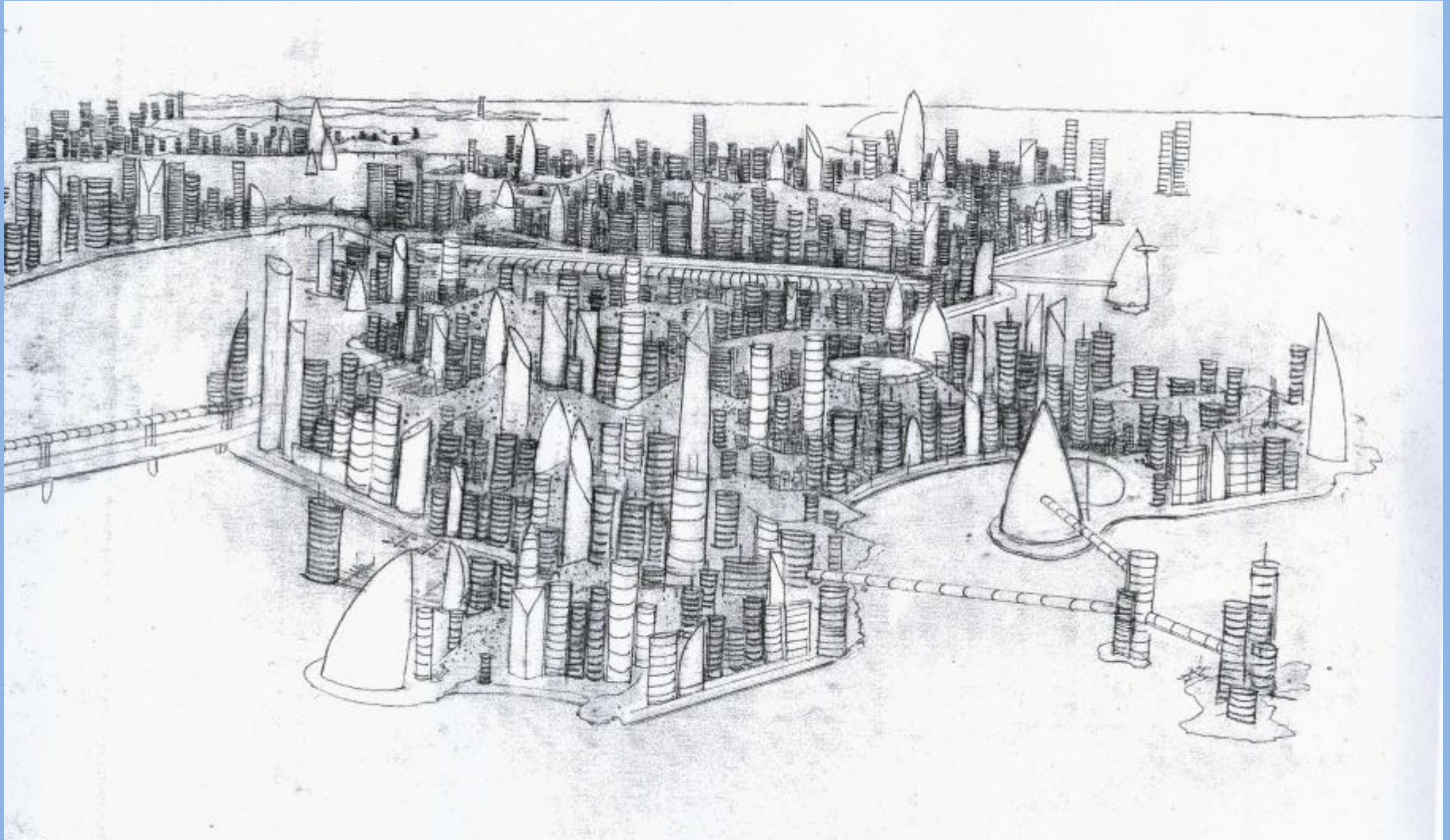


**If we think a new tourism, different from mass tourism, which values cultural landscapes, diverse and segmented, we can assume that territorial identities and landscape can tell stories, like a communication process linked more to the industry of tourism than the industry of construction.**

**A history shaped in the territory and landscape telling how the population used, uses and relates to the environment, showing the values that support the social practices.....**

**Believing that the Landscape Patrimony can contribute for a Sustainable Development.**

**OR**



Island of Santa Catarina in a Futuristic Delirium by M.C.Vaz, 2004



**Sunset at Ribeirão da Ilha**  
Bueno, 2004

THANK YOU VERY MUCH