Article

Community-Based Tourism and Best Practices with the Sustainable Development Goals

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Abstract: Community-based tourism (CBT) operates on a paradigm of community self-governance wherein traditional communities assume the role of instigators and protagonists in the realm of tourism within their territories. Within this framework, CBT emerges as a means of realizing the sustainable development goals (SDGs) articulated in the United Nations' Agenda 2030, outlined in 2015. The present study aims to compare three TBC communities with the SDG criteria and their contribution to the 2023 Agenda. To achieve this aim, we employed a methodological approach rooted in case study, leveraging secondary sources and adopting a qualitative methodology. The principal findings underscore that the three scrutinized CBT communities—Tekoá-Pirá, Chã de Jardim, and Amucafé, located in Brazil—directly contribute to the attainment of seven SDGs and indirectly influence two others. As prospective research avenues, we advocate exploring additional initiatives and implementing empirical studies to delve more profoundly into the realities of these communities.

Keywords: tourism; community-based tourism; sustainable development goals; local development; multiple case studies

1. Introduction

Tourism is widely acknowledged as a crucial strategy for socio-economic development in numerous countries, viewing tourism as an instrumental force in fostering such progress. According to Campodónico and Chalar Bertolotti (2013), tourism represents a social contribution that has manifested in various forms across different regions of the globe over the years.

It is imperative to acknowledge that tourism, as a phenomenon, can exert both positive and negative impacts on the localities it encompasses. Mass tourism, regarded as having a negative impact, has adversely affected various tourist destinations and locations that have adopted this strategy for development. Urry (2001, p. 128) contends that "mass tourism is a characteristic of modern societies". The repercussions brought about by tourism can potentially shape the quality of local communities and even the experiences of the visitors themselves (UNWTO 2018). Furthermore, various authors have delved into the challenges posed by overtourism, a consequence of tourism's unchecked growth in destinations that yield social benefits and bear environmental implications (Dias et al. 2023). This discourse has also cast its influence on investigations into the application of "intelligence" in the planning and management of tourist destinations, aiming to foster the sustainable evolution of these locales (Cardoso et al. 2018). The exploration of sustainability in tourism studies has taken diverse approaches, emphasizing development geared toward

long-term productivity, ensuring the endurance of these destinations for future generations (Butler 1999).

Presently, the discourse advocating for sustainable development has become a prevalent topic in society at large, emerging as a pivotal concern. This discourse gained prominence in 2015 as a United Nations proposal when the 17 sustainable development goals (SDGs) and the 2030 Agenda were introduced. This initiative posits that incorporating the SDGs into tourism is imperative for achieving sustainable development, given that the tourism sector accounts for approximately 10% of the world's GDP (UNWTO 2017).

In light of this proposal, community-based tourism (CBT) is perceived as an alternative form of tourism aligned with the SDGs and sustainability principles. Nevertheless, it is crucial to underscore that CBT represents a method of valuing local communities and contributing to preserving their cultural and natural heritage while generating income (de Azevedo Irving 2009; Sansolo and Bursztyn 2009).

Within this context, pursuing more sustainable tourism has become a focal point of discussions aiming for a fairer and environmentally friendly tourist activity (Pan et al. 2018). Buckley (2012) contends that numerous researchers have primarily focused on studying tourism as a commodity, thereby limiting research interests in sustainability.

A 2018 survey conducted by the IBOPE group in collaboration with the Social Knowledge Network revealed that 49% of Brazilians were unaware of the SDGs and the 2030 Agenda, integral components of a fundamental initiative for sustainable development. Notably, the VII Civil Society Light Report on the implementation of the 2030 Agenda in Brazil indicated a setback of 60.35% in the country's progress toward the 102 sustainable development goals (GTAGENDA2030 2023).

Against this backdrop, the present study aims to compare three CBT communities with the SDG criteria and their contribution to Agenda 2023. This research is justified by the fact that the three investigated communities (Projeto Tekoá-Pirá, Chã de Jardim, and Amucafé) align with the principles and criteria outlined in the 17 SDGs and the 2030 Agenda. On a broader scale, these communities contribute significantly to the UN's goals (2015) through their actions in their respective localities, earning them multiple accolades. The motivations of new tourist profiles also play a role in fostering tourism development in these locations. As highlighted by de Azevedo Irving et al. (2020), "civic-minded" tourists tend to act with increasing sensitivity, seeking social transformation in the places they visit. Similarly, Veloso et al. (2021) support this notion by asserting that tourists are cultivating more ethical and sustainable profiles to enhance social responsibility in their travels. Moreover, these new visitor profiles actively seek novel experiences and destinations with a distinct identity and show respect and appreciation for the cultures, histories, and customs of local communities while also responsibly utilizing natural resources without compromising the well-being of future generations.

Additionally, this study holds significance as it contemplates the correlation between certain principles advocated by community-b tourism (CBT), as demonstrated through three case studies, and the principles embedded in the United Nations' sustainable development goals (SDGs) and the 2030 Agenda. It sheds light on the development of diversification strategies for low-scale tourism, a sector that has garnered heightened attention amid the crisis triggered by the COVID-19 pandemic. In this context, we posit that placing emphasis on biodiversity and heritage conservation (Cardoso et al. 2018), and fostering localism, authenticity, and engagement with traditional communities will contribute to sustainable development.

2. Theoretical Framework

2.1. Community-Based Tourism

For several decades, community-based tourism (CBT) has been employed in Brazil as a strategic model for fostering sustainable local development. It serves as a response to the escalating impact of the tourism market on local communities residing in areas dominated by tourism activities. According to Coriolano (2009), in the northeastern region

of Brazil, particularly in the state of Ceará, a destination synonymous with sun and sea tourism, a significant struggle has unfolded over these territories, leading to the conversion of coastlines into a landscape marred by intense and uncontrolled real estate speculation. Mass tourism not only disrupts the daily lives of communities but also poses environmental threats due to the chaotic expansion of tourist activities, rendering many delicate ecosystems vulnerable (Ignarra 2013).

Despite the criticisms leveled at mass tourism, several authors advocate for an alternative approach that ensures fair tourism practices. This approach places local communities at the forefront, empowering them as protagonists in actions geared toward preserving cultural and natural heritage while generating supplementary income and benefits from the tourism sector. Consequently, CBT becomes a mechanism for social inclusion and reinforces the sense of belonging for those encountering the tourist destination (Scheyvens 2007; Bursztyn et al. 2009; Coriolano 2009; de Azevedo Irving 2009).

As a result, CBT has been subject to study, debate, and inclusion in the scope of public policies as a strategy for local development from both social and economic perspectives (Lima et al. 2022). Various authors have explored CBT across different knowledge domains. For instance, Fabrino et al. (2012), assert that the structure of CBT communities varies based on their complexity and subjectivity. Concepts related to CBT are examined in terms of dimensions such as anthropological, sociological, economic, political, historical, psychological, or environmental.

Community-based tourism (CBT) aligns seamlessly with the paradigm of sustainable local development, characterized by tourism activities that are appropriately planned, operated, managed, or coordinated at the community level. Such endeavors are directed toward the well-being of the community, with a focus on supporting sustainable livelihoods and safeguarding traditional natural, socio-cultural, and heritage resources (Okazaki 2008; Garzon Vásquez and Toloza Villegas 2022). Moreover, CBT emerges as a tourism model fostering cohesion, social bonds, and a collective sense of societal life. It not only promotes an enhanced quality of life but also instills a sense of inclusion, appreciation for local culture, and a profound sense of belonging among individuals (de Azevedo Irving 2009; De Lourdes 2023).

Furthermore, as highlighted by Guzzatti (2010), CBT is inherently a collaborative process, developed in tandem with the community rather than for the community and rarely solely by the community. In this context, such initiatives mobilize segments of the local population, stimulating agricultural and craft production while generating income that can be channeled into funding new projects across diverse domains, including education, culture, health, the environment, and production.

In the specialized literature, CBT guidelines advocate an alternative management model where the entire community assumes control of tourist activities, ensuring equitable distribution of benefits among stakeholders (Coriolano 2009; Sansolo and Bursztyn 2009). Consequently, those involved in CBT gain advantages in their pursuit of an improved quality of life, increased income, and the preservation of the cultural and natural resources within their territory. According to Maldonado (2009), this self-management model represents a sustainable approach to resource management, fostering an intercultural relationship that encompasses both visitors and hosts.

Building on these preliminary concepts of CBT, it emerges as an alternative form of tourism compared to conventional tourism. It encompasses and operationalizes various alternative tourism models, such as ethnic tourism, rural tourism, rural community tourism, solidarity tourism, ecotourism, nature tourism, and community tourism, among others. These alternatives contribute to making tourism increasingly sustainable, inviting both visitors and hosts to engage in a process of interculturality. According to Gabrielli (2017), these models evolve alongside conventional tourism.

Concerning the community tourism (CT) model, Grimm and Sampaio (2011) state that the CT model "is not just a productive activity; [it] seeks to highlight the fundamental role of ethics and cooperation in social relations" (p. 57). According to the tenets of CT,

the wishes of the community planning and executing tourism activities in their territory are considered, alongside the needs of visitors, ensuring that the host community is not rendered vulnerable or that the future of subsequent generations is not jeopardized (Flores and Silva 2015).

Similarly, rural tourism (RT) or community-based rural tourism (CRT) can be viewed as developmental alternatives for rural life, responding to the challenges faced by agricultural locations witnessing population migration to large urban centers in recent years. The term TRC emerged in Latin America during the 1980s and 1990s, characterized by significant socio-economic and political transformations, leading to the inception of this new market niche (Cavaco 2011). Cunha (2014) coined the term TRC, signifying a distinct approach to tourism that necessitates small-scale tourist infrastructure harmoniously integrated into the natural environment. It places value on culture and the integration of local customs, encompassing practices such as fishing, harvesting, cooking, and handicrafts. Consequently, TRC aligns with the principles of CBT, empowering communities to manage their territories and mediating relationships between visitors and communities (Cunha 2014).

Evidently, alternative models have played a pivotal role in cultivating a more sustainable tourism activity, considering stakeholders' interests in various dimensions. These models highlight the unique resources of a given territory, aiming to establish communication between the external environment and, most importantly, between visitors and host communities (Grimm and Sampaio 2011). Consequently, this is a meticulous and challenging process for local communities due to the intricate cultural connections formed between these parties.

2.2. Tourism, Sustainable Goals, and the 2030 Agenda

In September 2015, a gathering convened involving leaders from nations united under the United Nations (UN), wherein agreements and objectives were delineated for attainment between 2016 and 2030. Culminating from this assembly are the 17 sustainable development goals (SDGs) and the 2030 Agenda. These pivotal frameworks aim to contribute substantively to eradicating poverty and conserving the environment and the planet, while ensuring decent living conditions for all people (Hall 2019).

Notably, the genesis of the 17 SDGs and Agenda 2030 traces back to the eight Millennium Development Goals (MDGs) devised by the UN in 2000. As Roma (2019) outlined, these MDGs laid out strategic initiatives to combat hunger and poverty, entwined with establishing public health infrastructure, basic sanitation, and quality education universally, promoting gender equality, and aiding in environmental preservation. These specific objectives delineated a set of measures to be undertaken by UN member nations in favor of sustainable development.

Consequently, the SDGs rest upon the tripod of sustainability, encapsulating its three dimensions: economic, social, and environmental. This alignment is affirmed by da Silva and Maracajá (2021), who assert that "by adhering to a course of action centered on the three dimensions of sustainable development, the 17 SDGs manifest as a series of 'tasks' to be executed by governments, organizations, and civil society, aspiring to forge a more equitable, dignified, and sustainable world" (p. 5).

The 17 SDGs hold the potential to contribute to a more dignified and equitable existence for all, commencing with the battle against hunger and poverty, with the ultimate aspiration of fostering global peace for humanity. The initiative delineates 169 objectives, detailing the commitments inked by civic representatives from diverse nationalities to address the pressing needs of the most vulnerable (United Nations Organization 2015; Eisenmenger et al. 2020). Figure 1 below illustrates the 17 SDGs.

Figure 1. Sustainable development goals (SDGs) of United Nations Organization (2015).

According to the World Tourism Organization (UNWTO), the realization of the 2030 Agenda and the attainment of the sustainable development goals (SDGs) are imperative for the tourism industry to achieve sustainable development, given that the tourism sector contributes to approximately 10% of the world's GDP (UNWTO 2017). Consequently, tourism is intricately linked, both directly and indirectly, to all 17 SDGs. Specifically, the UNWTO identifies three SDGs that directly address tourism, namely, SDGs 8, 12, and 14, aiming to foster a more sustainable, inclusive, and responsible form of economic growth that contributes to global economic prosperity (UNWTO 2017; IPEAômica Aplicada 2018; de Azevedo Irving et al. 2020).

Nevertheless, the context of the COVID-19 pandemic must be taken into consideration, as it has precipitated a health, economic, and social crisis. The tourism sector has borne a significant brunt due to health restrictions, resulting in a slowdown and jeopardization of SDG targets related to the sector. However, Han (2021) notes that the tourism industry, recognizing the pressing sustainability challenges post-pandemic, has placed sustainability issues high on the agenda of various international initiatives. Given this scenario, tourism participation is deemed essential for the 2030 Agenda, as it accounts for approximately one-tenth of the world's GDP and generates millions of direct and indirect jobs (UNWTO 2017).

In September 2023, the 78th session of the UN General Assembly convened, featuring representatives from the 193 member states. President Luiz Inácio Lula da Silva of Brazil, after a 14-year hiatus, addressed the assembly. The session, held at the SDG summit in New York, the United States, revolved around the theme "Rebuilding trust and rekindling global solidarity: accelerating action on the 2030 Agenda and its Sustainable Development Goals (SDGs) towards peace, prosperity, progress, and sustainability for all people" (Nações Unidas Brasil 2023).

In his speech, the Brazilian representative underscored that despite the 2030 Agenda being the most comprehensive and ambitious collective initiative by the UN focusing on sustainable development, it risks becoming its most significant failure due to the perceived slow pace of SDG progress. President Lula emphasized that "during the seven years we have left, reducing inequalities within and between countries should become the overarching goal of the 2030 Agenda." He concluded by affirming Brazil's commitment to the 17 SDGs in an integrated and indivisible manner (VEJA 2023).

Also, in September 2023, the 7th Civil Society Light Report on the implementation of the 2030 Agenda in Brazil was released. This report, a distinctive document in the country, assesses compliance with the goals of the 2030 Agenda in Brazil, relying on official data from the federal government.

Chart 1 illustrates the panorama of the 2023 edition, depicting the status of the goals during 2022.
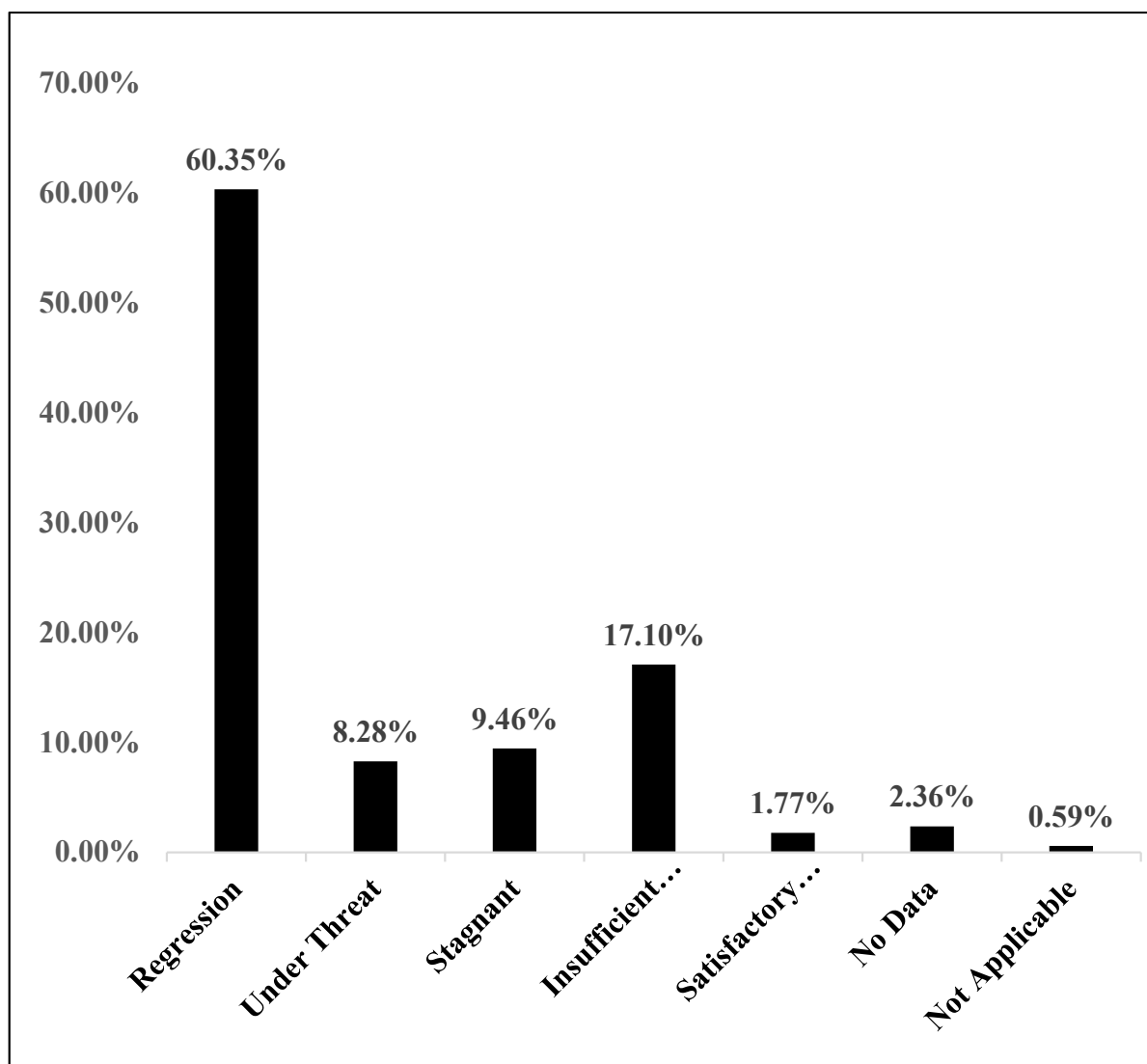
Chart 1. Overview of the achievement of the SDG targets in 2022. Prepared by the author based on the Light of Civil Society Report on the 2030 Agenda in Brazil (2023).

Looking at the chart, we can see that 102 targets (60.35%) are in a backward situation, 14 (8.28%) are under threat, 16 (9.46%) remain stagnant compared to the previous period, and 29 (17.1%) show insufficient progress. A meager three (1.77%) show satisfactory progress, and four (2.36%) lack sufficient data for classification, with one (0.59%) not applicable to the Brazilian context.

In its pages, the document compiles the situation of the SDGs during the year 2022, and the data presented reveal the setbacks and their impacts on women and girls, the black population, Indigenous peoples, and social groups in situations of vulnerability, especially in the states of the north and northeast regions (GTAGENDA2030 2023).

Indeed, based on the Brazilian representative's speech, the agendas of the UN session and the VII Civil Society Report align with the expert discussions on "the world in 2050 (TWI2050)". The plan aims to give continuity to the 17 SDGs so that the world's population can enjoy sustainable development and all human beings can be reached by 2050 (Maracajá and Fraga 2023; IIASA 2017). Thus, as stated above, changes must be contemplated considering the environment and sustainability actions for an economic

development strategy, giving visibility to social equality, in order to accelerate the progress of the 17 SDGs (Schwab and Malleret 2020; da Silva and Maracajá 2021).

de Azevedo Irving et al. (2020) state that "tourism can also effectively contribute to improving quality of life, reducing social inequalities and safeguarding the integrity of natural and cultural heritage, depending on the ethical premises adopted for its development." According to the authors, the protagonism of the 2030 Agenda and the 17 SDGs results in international public policy action that contributes to the global issues present in the context of the debates on the subject and also the risks that affect global society as a whole. These ideas represent actions to be implemented for civic-minded, sustainable development. And when it comes to tourism, it can be seen as an activity to be carried out in the near future (de Azevedo Irving et al. 2020).

Within this framework, community-based tourism (CBT) becomes a focal point for contemplation, as it stems from the imperative to invigorate rural activities and conceives a more sustainable tourism alternative for succeeding generations. Simultaneously, it represents a proposition to restore the self-esteem of communities and advocate the protection of their territories (Pilquimán-Vera 2016).

As articulated by Blackstock (2005), community development endeavors to metamorphose localities into sustainable models, underpinned by principles of social justice and mutual respect. The overarching goal is to dismantle barriers to widespread participation and foster collective emancipation from local challenges.

2.3. Tourism and Local Development

CBT methods have been widely applied in several countries, as shown by the research results by Amir et al. (2015) which indicate that the development of sustainable tourism in rural areas (specifically) will contribute to increasing the resilience of local communities. CBT is a concept of using a community in an area to support the existence of tourism in an area, and thus, sustainable development is characterized by the use of existing resources, paying attention to social and environmental aspects for the sustainability of these resources. The development of traditional communication using the concept of sustainable development is the basis on which CBT exists (Dangi and Jamal 2016; Sebele 2010).

When developed sustainably, tourist activity emerges as a strategic avenue for local development. Well-planned tourism not only contributes to environmental preservation but also fosters the appreciation of culture and traditional communities. Marujo and Carvalho (2010) posit that for this strategy to be efficacious, there is a necessity for governmental public policy actions, not only at the regional level but also locally. This dual approach ensures that development transpires sustainably in both spheres, positioning tourism as a conduit for achieving these sustainable goals.

Achieving local development involves considering numerous factors. Medeiros and Moraes (2013) argue that fostering long-term local development necessitates a sustainable mindset, emphasizing the importance of amplifying the voices of local communities. In essence, giving due consideration to the needs of local populations is crucial, as they are the primary beneficiaries of tourism. Their quality of life and self-esteem improve, establishing a cordial relationship with visitors. Consequently, Ruschmann (2008) contends that planning tourism is a means of engrossing and establishing the necessary conditions for achieving objectives and ensuring the fulfillment of community needs and desires. Henriques (2003) adds that planning tourism activity encompasses a heterogeneous blend that considers socio-economic and environmental elements influencing development.

Barretto (2005) asserts that tourism, as a phenomenon, cultivates interaction between the host community and visitors. Local communities, possessing diverse environmental, cultural, and historical assets, offer a myriad of experiences, facilitating an exchange between visitors and hosts. In the realm of tourism, these assets are labeled "tourist attractions" and defined as "any place, object, or event of tourist interest that motivates human groups to visit them" (Beni 2007, p. 192). Marujo and Carvalho (2010) contend that

tourism extensively consumes geographical and territorial space due to the relationship between tourist activity and its spatial context. Hence, precise and objective planning is imperative for achieving socio-economic objectives while ensuring control to preserve these spaces.

In this context, it becomes evident that tourism and its activities generate employment, add value to the territory, and stimulate development. For this activity to be seamlessly integrated into the community in a sustainable manner, Ruschmann (2008) emphasizes the need for community consultation, urging that their opinions be considered and respected.

The anticipation surrounding sustainably developed tourism lies in generating added value and contributing to social inclusion. Public policies are instrumental in organizing and regulating activities aimed at environmental preservation without altering the customs of local communities (Medeiros and Moraes 2013). It is imperative to note that government policies and the preparation of the territory for tourism practices, as an activity involving people, can potentially harm the geographical space and the relationship between societies and nature. It is crucial to consider the knowledge of locals when implementing tourism activities (Tavares 2009). However, as de Melo and Barbosa (2020) stress, "Governments need to be aware of these processes, considering that there are many challenges to promoting sustainable development" (p. 375).

Tourism, as a developmental strategy, has the potential to occupy diverse territorial spaces, encompassing coastlines, mountains, and rural areas. While it is a means of generating jobs and income, Krippendorf (1989) acknowledges the existence of potential adverse effects. As the author notes, these negative impacts manifest in the social, cultural, and ecological spheres for a given local population. Moreover, within the social and economic context, there exists a discrepancy in the benefits of economic development, with some individuals benefiting more than others.

Krippendorf (1989) further emphasizes that the negative impacts of tourism are more pronounced in rural regions, where tourism often becomes the sole alternative for the local community. Historically, rural areas have witnessed spatial segregation due to the migration of population segments to large urban centers in pursuit of new job opportunities. The agro-industry has also contributed to rural exodus, as Rostow (1960) suggests, asserting that traditional agriculture must be replaced by modern "technified" agriculture (agro-industry) for economic development under capitalism. Consequently, traditional agriculture came to be perceived as an obstacle to desired development.

In this context, tourism holds the potential to contribute to local development, especially in more isolated communities, provided endogenous factors of each social group are considered. Sen (2010) enriches the discourse by asserting that cultivating freedom is imperative for development, enabling individuals to realize their potential in self-care and care for others. According to the author, development transcends GDP growth and economic stability, encapsulating the centrality of the individual in progress to guarantee their rights to quality education, health, and housing. It is thus evident that sustainable tourism development can and should align with the desires and needs of all stakeholders involved in tourism.

3. Methodology

This research was conducted through online observation of the social media profiles of the TBC, Projeto Tekoá-Pirá, Chã de Jardim, and Amucafé communities. Secondary sources for this study were primarily derived from profiles on the social platform Instagram. As asserted by Flick (2009), qualitative methods acknowledge the researcher's communication in the field as an integral aspect of knowledge production, viewing it not merely as a variable but as a participatory element in the process. Additionally, in line with the qualitative approach, as described by Lakatos and Marconi (2007), the focus is on a thorough analysis and interpretation of the investigated sources. Observation allows for the collection

of subjective yet valuable data, enhancing the scrutiny of information obtained from other sources (Minayo 2000).

Initially, a literature review on the research topic was conducted, drawing insights from articles, scientific papers, and internet sources. The case study was structured into three stages: (I) an examination of the social media profiles of the analyzed initiatives; (II) data collection; and (III) data analysis employing the multiple case study technique (Yin 2001).

Instagram served as the primary social media platform for this research. Such platforms facilitate novel forms of interaction between individuals and screens, representing spaces for meeting and exchange where visitors seek not only content but also insights into "ways of life" (Rosa et al. 2022). To obtain more sources of data for the object under study, information obtained from the official websites of federal and state public bodies such as the Federal University of Paraíba (UFPB), the Federal University of Paraná (UFPR), the Federal Institute of Santa Catarina (IFSC), and IDR-Paraná (Institute for Rural Development of Paraná—Iapar-Emater) was considered. These bodies have been supporting and developing extension and pedagogical training projects for the development of tourist activity in these communities.

To uphold methodological rigor, specific criteria were defined, observed, described, and analyzed. These included (i) the presence of communities aligning with at least some of the 17 SDGs proposed by the UN; (ii) the availability of community information on social media; and (iii) the incorporation of community-based tourism principles in the cases studied. The timeframe considered for this research spanned from May to November 2023, as depicted in Figure 2.
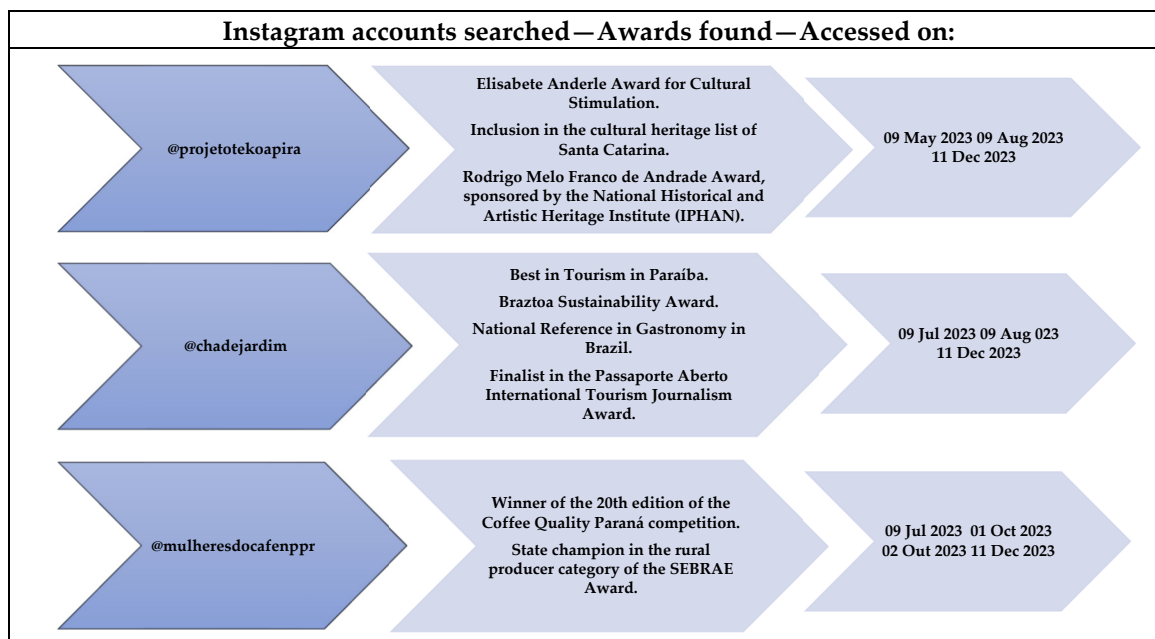

Instagram accounts searched—Awards found—Accessed on:

@projetotekoapira

Elisabete Anderle Award for Cultural Stimulation.

Inclusion in the cultural heritage list of Santa Catarina.

Rodrigo Melo Franco de Andrade Award, sponsored by the National Historical and Artistic Heritage Institute (IPHAN).

09 May 2023 09 Aug 2023
11 Dec 2023

@chadejardim

Best in Tourism in Paraíba.

Braztoa Sustainability Award.

National Reference in Gastronomy in Brazil.

Finalist in the Passaporte Aberto International Tourism Journalism Award.

09 Jul 2023 09 Aug 023
11 Dec 2023

@mulheresdocafenppr

Winner of the 20th edition of the Coffee Quality Paraná competition.

State champion in the rural producer category of the SEBRAE Award.

09 Jul 2023 01 Oct 2023
02 Out 2023 11 Dec 2023

Figure 2. Methodological path. Source: prepared by the authors (2023).

From this framework, it was possible to define the objects of analysis, the theoretical foundations, and their relationship with the SDGs. The three communities analyzed were chosen for having information available on social media and receiving awards related to the SDGs. The reason why Instagram profiles were chosen for this study was because it is the most accessed social media (in the Brazilian context) by internet users, in addition to having more visibility on the internet, enabling more engagement and followers. The communities analyzed also have Facebook accounts and the information posted is replicated on both profiles, with Instagram profiles being chosen.

4. Results and Discussion

This study delves into three community aligning with community-based tourism (CBT) principles across three Brazilian states. To provide a foundation for our discussion, a thorough review of the academic literature and consultations on official bodies' websites were conducted. The CBT communities under examination are delineated in Table 1.

Table 1. CBT communities analyzed.

Name of Initiative	Location
Tekoá Pirá	Florianópolis (SC)
Chã de Jardim	Areia (PB)
Women's Coffee Trail (Amucafé)	Pioneering north region of the state of Paraná

Source: prepared by the authors (2023).

Having framed the central problem and in line with the general objective, this section aims to address the issue through the lens of the theoretical framework presented. The outcomes of the field research conducted on these communities will be explored, as well as the communities' websites and social media, along with a survey of the academic literature. This timeframe was chosen to encapsulate the 2030 Agenda schedule. Each social media inquiry focused on the portals of public bodies directly and/or indirectly supporting these CBT communities.

4.1. Analysis of the Tekoá-Pirá Community

The initial analysis centers on the Tekoá-Pirá community, which methodologically integrates CBT with the preservation of artisanal mullet fishing on Campeche Beach, which is emblematic of Santa Catarina's cultural heritage. Those involved in tourist activity aim to expand and strengthen the community base on Campeche beach, where they work together with civil society to promote itineraries and preserve their natural and cultural heritage, consolidating CBT in the community. The Tekoá-Pirá community offers educational tourism in one of its itineraries, where pedagogical practices aimed at preserving the natural and cultural resources are present in the territory work and they receive groups of visitors who seek to experience how artisanal mullet fishing is done, providing an experience with the natives and fishermen of the community. In any case, TBC in the community is a way of preserving the memory, customs, and traditions of Campeche beach, where retired fishermen participate in activities, which is an alternative to encouraging other fishermen and future generations to maintain the fishing tradition. Since 2017, the community has collaborated with the fishermen working with the Campeche Artisanal Fishermen's Association (APAC), executing various actions under its methodology, notably, the creation of a social cartography of the mullet fishing territory funded by the Elisabete Anderle Award for stimulating culture in 2020 (IFSC 2021). Another accolade was received at the state level, with Campeche's artisanal fishing listed as a cultural heritage in 2019, granted by the Catarinense Foundation of Culture.

Moreover, the Tekoá-Pirá community earned national recognition when competing in the 33rd edition of the Rodrigo Melo Franco de Andrade Award, sponsored by the National Historical and Artistic Heritage Institute (IPHAN). The community competed in category II—an initiative and safeguarding of cultural heritage adapted to the pandemic context with results from 2020.

Aligned with the 17 sustainable development goals (SDGs) proposed by the UN, the Tekoá-Pirá community directly contributes to three SDGs. Firstly, SDG 2 (zero hunger and sustainable agriculture), achieved through establishing sustainable agriculture, enables artisanal fishermen to derive income from mullet fishing. Secondly, SDG 14 (life below water) is addressed due to the sustainable fishing practices employed, demonstrating respect for seas and the fish cycle. Thus, hinging on its methodology and the IPHAN award, the Tekoá-Pirá community aligns with the criterion of SDG 11 (sustainable cities

and communities), recognized as a sustainable community within a city committed to safeguarding the world's cultural and natural heritage.

4.2. Analysis of the Chã de Jardim Community

In the second analysis, our focus shifted to the Chã de Jardim community, nestled in the rural expanse of Areia, located in the state of Paraíba (PB). A recent survey by Nascimento and Lima (2020) unveiled a community of 135 resident families, totaling approximately 437 individuals. As per Nascimento and Lima (2021), "Tourism in the rural community of Chã de Jardim is intricately linked with the Mata do Pau Ferro State Park, a conservation unit that entices visitors for trekking in the Atlantic Forest, cycling, and various ecological pursuits" (p. 392).

Operated through the Chã de Jardim Community Development Association (ADE-SCO), the community spearheads tourist endeavors in collaboration with the community. Activities span guided tours and trails led by local guides, the sale of crafts crafted from dried banana straw by the community's women, the vending of organic fruit pulp from a community factory, and the operation of the Vó Maria restaurant. This enterprise serves products concocted by the community, predominantly rooted in the region's typical cuisine (UFPB 2020).

The tourist activity has yielded annual income for the entire community, both directly and indirectly, fostering over 40 jobs spurred by the influx of visitors attending tours and dining at the restaurant (UFPB 2020). Many of the products are cultivated by local organic farmers and are available at the Vó Maria restaurant and the city of Areia's marketplace. Currently, the community offers camping spaces and a modest inn.

On account of its profound social and sustainable impact, the community garnered the Best of Paraíba Tourism, Braztoa Sustainability, and National Reference in Gastronomy in Brazil awards (UFPB 2020). Furthermore, in 2023, the community clinched the finalist spot in the Passaporte Aberto International Tourism Journalism Award, contending against representatives from Chile, Argentina, Panama, the Dominican Republic, Mexico, and Russia.

Connecting the Chã Jardim community to the 17 SDGs, we discern 4 SDGs in play. SDG 2 (zero hunger and sustainable agriculture) is realized as the community sustains its families through sustainable agricultural practices, generating income for small-scale producers. Chã Jardim is also a contributor to SDG 8 (decent work and economic growth), being the torchbearer of sustainable tourism in its territory, empowering families and women to become entrepreneurs through independent ventures and advocating decent work opportunities. SDGs 12 (responsible consumption and production) and 15 (life on land) are upheld by the community, where sustainable management pervades all facets of its communities, fostering responsible production of agricultural products, conscientiously caring for the soil and water, mitigating adverse impacts on human life and the environment, and promoting educational activities for the Atlantic Forest within its realm.

4.3. Analysis of the Amucafé Community

For the third analysis, our spotlight turns to the Amucafé community (Association of Coffee Women of the Pioneer North of Paraná). Established in 2013, Amucafé comprises over 250 female coffee growers across 11 municipalities in the pioneering north region of Paraná, with the backing of IDR-Paraná (Paraná Rural Development Institute—Iapar-Emater).

In the Amucafé community, with technical support from IDR-Paraná for the development of rural tourism due to the region's potential to be a large producer of coffee in the north of the state of Paraná, women who until then had cultivated coffee with their subsistence families were able to add tourist routes to their properties and boost the local economy. However, associations and common objectives contributed to the practice of CBT in the region and to the empowerment and female entrepreneurship of these farmers. Functioning as a tourist activity, Amucafé orchestrates itineraries delving into coffee

production, offering accommodations that immerse visitors in rural property daily life, showcasing local cuisine, and providing access to family farming and artisanal products (IDR-PARANÁ 2021).

In 2020, three Amucafé members stood as representatives for their municipalities, earning accolades at the 20th edition of the "Paraná Quality Coffee" competition, promoted by the PR state government, which champions the production of specialty coffees (PARANÁ 2022). In October 2023, a representative from the city of Jaboti, PR, secured the state champion title in the rural producer category of the SEBRAE award.

Evaluating Amucafé's principal activities, we discern that the community is rooted in the inclusion of women as pioneers in tourism. Consequently, the *community* aligns with the criteria of SDG 5 (gender equality), offering women effective social participation and as protagonists achieving gender equality, facilitating their involvement in decision making, and ensuring equal rights to economic resources and land control, among other aspects. SDGs 2 (zero hunger and sustainable agriculture) and 8 (decent work and economic growth) are also embraced through the adoption of a sustainable artisanal agriculture model, generating novel income sources and developmental opportunities for the local community in a fairer and more sustainable form of tourism.

4.4. Synthesis of the Three Analyses

Table 2 has been crafted to provide a more straightforward overview of the seven SDG criteria inherent in the analyzed communities.

Table 2. Sustainable development goals (SDGs) demonstrated by the communities.

SDG 2	Zero Hunger and Sustainable Agriculture
SDG 5	Gender Equality
SDG 8	Decent Work and Economic Growth
SDG 11	Sustainable Cities and Communities
SDG 12	Responsible Consumption and Production
SDG 14	Life Below Water
SDG 15	Terrestrial Life

Source: prepared by the authors based on Agenda 2030 (2023).

Therefore, community-based tourism (CBT) shows potential as a strategy to realize the 17 sustainable development goals (SDGs) outlined in the UN's 2030 Agenda. Through the lens of our examination of the Tokoá-Pirá, Chã de Jardim, and Amucafé communities, it becomes evident that CBT significantly contributes to fulfilling the criteria of the SDGs. In addition to the seven SDGs discerned within these communities, we also consider SDG 1 (eradicating poverty) and SDG 10 (reducing inequalities), as these principles are inherent in the fabric of CBT.

The organizational structure of the analyzed communities underscores the importance of associativism, wherein communities exhibit the capacity to reassess and tailor their development according to their unique needs. As per Barbosa (2011), this organizational paradigm endeavors to benefit the entire community, pursuing collective interests without compromising identity and values. Indeed, the services and products offered by the CBT communities in their respective territories embody diverse characteristics and added values. Vázquez Barquero (2007) states that "all territories possess development potential." For the author, development is an ongoing process that continually seeks social transformation within communities, achieved through changes facilitated by the communities themselves.

In light of this discourse, by meeting the SDG criteria, these communities propel local communities toward sustainable development, assuming a pivotal role in creating public policy actions involving the entirety of civil society (Saldanha 2019). The goal of sustainable local development is to foster economic and inclusive growth, generate fresh employment and income opportunities, and promote decent work for the entire population (Lima et al. 2016; Mance 2004).

Drawing from the theoretical framework on local development, we can affirm its alignment with the SDG criteria and the aspirations outlined in the 2030 Agenda. Together with CBT communities, these frameworks possess the capacity to wield influence over local development. When translated into action, multiple criteria coalesce to form the three pillars of sustainable development: economic, social, and environmental. CBT communities seamlessly integrate with the SDGs in the discourse on sustainable development as proposed by the United Nations Organization (2015). They earnestly strive to address the needs of their communities, endeavoring to foster prosperity, a dignified existence, and equity for all, all while preserving and respecting the environment.

In summary, these communities resonate with the ideologies of authors such as Sampaio et al. (2007), where CBT is underpinned by principles encompassing the conservation of biodiversity, preservation of culture, valorization of ways of life, and the empowerment of decision makers concerning tourism activities in their respective territories.

5. Concluding Remarks

Community-based tourism (CBT) stands as an alternative tourism model, distinguished by the active involvement of local communities within their respective territories. Aligned with the sustainable development goals (SDGs) and the 2030 Agenda outlined by the UN in 2015, the SDG criteria and CBT principles synergistically contribute to fostering sustainable development.

The primary objective was to compare three CBT communities with the SDG criteria and their contribution to the 2023 Agenda. Upon analyzing communities adhering to CBT principles, it is evident that they directly align with seven (7) SDGs, notably SDG 2 (zero hunger and sustainable agriculture), SDG 5 (gender equality), SDG 8 (decent work and economic growth), SDG 11 (sustainable cities and communities), SDG 12 (responsible consumption and production), SDG 14 (life in water), and SDG 15 (life on land). Additionally, these communities indirectly relate to SDG 1 (eradication of poverty) and SDG 10 (reduction in inequalities).

The research underscores that the Tekoá-Pirá, Chã de Jardim, and Amucafé communities, aligning with CBT principles, actively contribute to the objectives and criteria of the SDGs. Furthermore, CBT substantiates the aspirations of the 2030 Agenda, placing the environment, sustainable development, and universal prosperity at the forefront of discussions concerning the blueprint for a better future. In conclusion, one of the primary theoretical contributions of this research lies in identifying community-based tourism (CBT) as a potential source of income for communities, accentuating a sustainable approach grounded in the interconnection between this tourism modality and the sustainable development goals (SDGs).

Regarding limitations, it is noteworthy to underscore the absence of interviews with both community members and clients, highlighting the need for future research to explore the replicability of these practices in diverse contexts. This consideration becomes especially pertinent given the continuous evolution of CBT, notably in the aftermath of the pandemic. Additionally, there is a call for an examination of the specific SDGs addressed by these CBT communities, elucidating their contributions to the realization of the 2030 Agenda and sustainable development at large.

The limitations, such as the lack of interviews with members and visitors, occurred due to the short time it took to prepare the research and the fact that the communities investigated were located in different regions, making it difficult to carry out an interview, especially with visitors, thus leaving a suggestion for future research. Therefore, future research on the replicability of these practices in different contexts is warranted, considering the continuous evolution of CBT, especially post-pandemic, and analyzing which other SDGs have been worked on by these CBT communities to achieve the 2030 Agenda and a sustainable development for all.

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