



**Preserving Tradition and Promoting
Sustainability: Brazil's MULTI-FRAME
Project Pioneers Community-Based
Tourism in Marine Protected Areas**



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Brazil's MULTI-FRAME project is an innovative approach to preserving traditional artisanal fishing practices and cultural heritage in the Pirajubaé Marine Extractive Reserve (PMER) off the coast of Florianópolis, the capital of Santa Catarina State in Southern Brazil. Here, the traditional artisanal fishers are taking tourists on board their vessels to showcase their time-honored fishing practices and the importance of marine conservation. This community-based tourism initiative is an excellent example of how sustainable tourism can help support traditional fishing communities while promoting the conservation of natural resources. The PMER, which was established in 1992, is a Marine Protected Area (MPA) covering over 1,712 hectares, including some terrestrial portions, and is home to 260 traditional fishermen.

Fishing has always been a vital source of income and livelihood for the local community. However, with fluctuations in fish populations and increasing pressures from human activities from urban growth, the community needed a new approach to sustain their traditional fishing practices and cultural heritage.

That's where the MULTI-FRAME project comes in. A group of researchers has provide support to a developing activity within the PMER, the community-based tourism. This pilot project offers tourists an opportunity to board traditional small boats with local fishers and experience the traditional fishing techniques, equipment, and natural characteristics of the area firsthand. With a unique approach, this project allows visitors to perceive the marine and coastal space from the fishermen's perspective, understanding its natural dynamics, the unique uses of each specific space, and the relevance of these ecosystems for environmental quality, human well-being, and sustainability.

This educational experience not only helps preserve the cultural heritage of the local community but also raises awareness of the importance of marine conservation and sustainable fishing practices.

Moreover, the initiative also offers a unique opportunity for the local fishers to earn an income through tourism, which helps support their livelihoods during periods of low fish populations. The fishermen take tourists on board, show them the area, and serve them lunch made from their catch. With the Project development, fishers had grown in social capacity having better organization e participation in PMER's decision-making process, strengthening participative management and its inclusion in the local Blue Economy.

The MULTI-FRAME project is an excellent example of the multi-use approach that promotes existing roles in both fishing and tourism activities while simultaneously increasing the visibility of fishing communities in their society. This approach not only helps sustain traditional fishing

practices but also contributes to the conservation of natural resources and supports the local economy. The success of this project could pave the way for similar initiatives in other marine protected areas in Brazil's coastal zone.



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