

ATTRACTING MORE GERMANS TO BRAZIL: A VALUE-BASED MARKETING STRATEGY



APPENDICES

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Table of Contents

APPENDIX I: ENVIRONMENTAL ANALYSIS.....	4
CHAPTER 1: MICRO ENVIRONMENT	4
ALL OF THE STAKEHOLDERS INVOLVED IN THE MOVEMENT:	5
CHAPTER 2: MESO ENVIRONMENT.....	7
2.1 TYPE OF COMPETITION	7
2.2 MARKETING 3.0.....	11
CHAPTER 3: MACRO.....	14
3.1 DESTEP	14
3.1.1 DEMOGRAPHICS	14
3.1.2 ECONOMICS	15
3.1.3 SOCIAL-CULTURAL.....	15
3.1.4 TECHNOLOGICAL	16
3.1.5 ECOLOGICAL	16
3.1.6 POLITICAL.....	16
CHAPTER 4: SWOT – ANALYSIS.....	17
APPENDIX II: IMAGE OF THE PROPERTY OF FAZENDA DOS CORDEIROS	19
APPENDIX III: TIME PLANNING GRADUATION ASSIGNMENT.....	20
APPENDIX IV: QUESTIONNAIRE QUESTIONS (EN + GER).....	21
INTRODUCTION	21
DEMOGRAPHIC ITEMS:	21
BODY	22
PERSONAL CHARACTERISTICS:	22
TRAVEL:.....	23
MONEY:	24
PLANNING:.....	24
COMMUNICATION CHANNELS:	25
SOCIAL ASPECT:.....	26
BRAZIL:.....	27
SILVA JARDIM	27
CONCLUSION	29
APPENDIX V: TOPIC LIST.....	30

INTRODUCTION	30
BODY	30
LOCATION	30
CLIMATE	30
CULTURE	30
SURROUNDINGS	30
ATTITUDE.....	31
VALUES	31
CONCLUSION	31

APPENDIX VI: INTERVIEW TRANSCRIPTS..... 32

CHAPTER 1: INTERVIEW 1	32
CHAPTER 2: INTERVIEW 2	46
CHAPTER 3: INTERVIEW 3	56
CHAPTER 4: INTERVIEW 4	61

APPENDIX VII: CODING 66

CHAPTER 1: INTERVIEW 1	66
1.1 INITIAL CODING	66
1.2 INITIAL THEMATIC MAP	71
1.3 FINAL THEMATIC MAP.....	71
1.4 FINAL CODING.....	72
CHAPTER 2: INTERVIEW 2	82
1.1 INITIAL CODING.....	82
1.2 INITIAL THEMATIC MAP	86
1.3 FINAL THEMATIC MAP.....	86
.....	86
1.4 FINAL CODING.....	87
CHAPTER 3: INTERVIEW 3	93
1.1 INITIAL CODING	93
1.2 INITIAL THEMATIC MAP	95
1.3 FINAL THEMATIC MAP.....	95
1.4 FINAL CODING.....	96
CHAPTER 4: INTERVIEW 4	98
1.1 INITIAL CODING.....	98
1.2 INITIAL THEMATIC MAP	101
1.3 FINAL THEMATIC MAP.....	101
1.4 FINAL CODING.....	102

APPENDIX VIII: CODEBOOK QUANTITATIVE SAMPLING107

1. CLEANING UP THE DATA.....	107
2. MEASUREMENT LEVELS.....	107
3. OVERVIEW OF THE DATASET	108
4. FREQUENCY TESTS	141
5. CHI SQUARES.....	148

Appendix I: Environmental analysis

This appendix contains an environmental analysis, based on the micro, meso and macro environment. Afterwards, a conclusion was drawn by means of a SWOT analysis. This was done in order to understand the entire environment the Movement is active in.

Chapter 1: Micro environment

Below, an analysis of the micro or internal environment of the client can be found. This analysis is based on the current international visitors, the internet connection, challenges the movement faces and governmental impacts on the organization. Furthermore, the social responsibility within the movement will be explained.

Currently, international tourists are mainly coming for the Golden Lion Tamarin Association, as explained in the organisation structure in chapter 1. The Golden Lion Tamarin Association has many connections and cooperations with international companies and zoos. Therefore, it is easier to attract internationals for them to the area of Silva Jardim.

Apart from that, within the whole region of Silva Jardim, the internet connection is very unstable and therefore it causes difficulties when implementing a social media strategy. Even though the Fazenda has its own Wi-Fi connection, it is very slow and does not always work. Although, the plans are made to place a direct line throughout the whole region, this is not yet available.

When looking into the challenges related to attracting potential visitors, several reasons can be detected. For instance, there is a lack of education within the region of Silva Jardim, (IBGE, n.d.). Additionally, that also means that there are not many people who speak English, which makes it difficult to target international tourists.

Furthermore, the employment rate of the region of Silva Jardim is 15%. This means that the percentage of people that are unemployed is 85%. Approximately 3187 persons make up this 15% that is actually employed (IBGE, n.d.). Subsequently, the trend can be detected that many young people leave the area to find a job somewhere else, due to the lack of opportunities in Silva Jardim. This can also be connected to the lack of educational facilities in the area. There is a primary school, however despite of that many people are unable to read or write.

Even though the collaboration is relatively young, and the movement is still learning and gaining experience they are using the capabilities, qualities and pre-acquired knowledge of each individual partner to achieve their goals. Currently, they are involving the youth from

the area in establishing an improved version of the visuals and image of the brand. However, in order to give them the opportunity to further develop this and to be able to implement a marketing strategy the movement requires a kickstart from an outsider with the necessary knowledge.

From January 2019 on the new Bolsonaro government has taken its spot in the democracy of Brazil. This current government, including its president Jair Bolsonaro is located to the far right. In the few months he has been president he has already made drastic changes for the inhabitants. For instance, he has made it easier for inhabitant to legally buy guns as well as dismantling the educational system that promotes human rights and helps the less fortunate Brazilians, including the black Brazilians. Furthermore, he combined the environmental ministry and the agriculture ministry, even though these parties both have very different interests. This is already leading to the fact that the natural areas are less protected, and it is easier for farmers to cut down on their land instead of preserving it, which in its own turn leads to a massive deforestation throughout Brazil (IBGE, n.d.). Apart from that, is the Bolsonaro government fiercely cutting the funds of the indigenous groups within Brazil, which leads to a decrease in their jobs as well as the lack of protection and maintenance of the natural resources (Londoño, 2019).

According to the pyramid of corporate social responsibility (Verhage, 2013) the movement can be placed within top layer: philanthropic. This means that they want to contribute to the community and improve the quality of life. As explained in chapter 1; background, the movement bases their decisions and goals on the 17 sustainable goals of the United Nations, these goals are to improve the world as a whole.

All of the stakeholders involved in the movement:

Below an overview can be found of all the stakeholders that are involved in the Movement.

In the past years this list has been changed a few times, as some stakeholders left.

However, many joined the Movement in the recent months. The list below is the last updated version of January 2019.

- Associação Honório Coelho
- Cátedra da UNESCO- Cidade e Meio Ambiente"- Brasil
- Clube Imbaú de Futbol
- Fazenda dos Cordeiros

- Foro Local da Agenda 21 de Silva Jardim
- Ministério Público do Estado de RJ (MPRJ)
- Programa CRIANÇAS CRIATIVAS
- Quitanda Natural (Anita Santoro) - Fazenda
- Radio Silva Jardim e Oficina de Teatro Musical Universidade Federal do Rio de Janeiro – UNIRIO
- Associação do Patrimônio Natural do Rio de Janeiro – APN
- Associação Mico Leão Dourado -AMLD (Golden Lion Tamarin Association)

- Agrobali - Juturnaiba orgânicos

Explanation UN 17 goals of sustainable development:

<https://www.youtube.com/watch?v=Y8OH66wXTXI>

Chapter 2: Meso environment

Below a meso analysis is done, this is mainly done by means of the type of competition model of Verhage (2013). This model takes four types of competition into account: need, brand, generic and product competition. Furthermore, a short explanation of the changing industry is given and what this means for marketing within the current leisure sector.

2.1 Type of Competition

In order to provide a clear picture of the current situation in relation to the competitors of the movement a competitor analysis is done by means of four types of competition. These four types are: need competition, brand competition, product competition and generic competition (Verhage, 2013).

Need competition is when the consumer prioritizes one need over another, for instance the consumer might prefer the need for a new car over the need to buy new furniture. Within the wellness and health sector the need that stays central is to get to know oneself, find inner peace, relaxation or to enhance personal well-being. As the current world is ever changing this means their needs are changing as well. Due to this, the competition is never the same either and it is very important to know what the decision-making process of the consumer is in order to be able to prioritize this need over another.

Secondly, when two different brands offer the exact same product this is called brand competition. Within this type of competition, the product itself is therefore not the focus. Here the name and image of the company becomes the focus point. The product of the Movement offers a nature retreat with several possibilities to interact with locals and experience their culture. Furthermore, activities to enhance relaxation and well-being (more information about this can be found in chapter 1, background).

A very important brand competitor within the state of Rio de Janeiro is the World Travelers Association. This is a non-profit company that as their main goal has "Traveling for a Purpose". They combine three main elements during their trip: adventure, yoga and volunteering. Their offers and locations are different each year based on the availability of the surroundings. Within Brazil they offer an 8-day program in the city of Rio de Janeiro, where the visitors will get to know themselves as well as the beautiful city (World Travelers Association, 2018). This organisation is known world-wide since they have several offers

and packages globally. Therefore, the World Travelers Association attracts many international visitors.

Location	Duration	Included	Price
Rio de Janeiro	8 days	Yoga, several tourist attractions, accommodation, stand up paddle board, hiking, volunteering, all meals and transportation	US\$1750

Figure 1: World Travelers Association

Another important brand competitor is the Retreat Bela Naturaleza, located in Bahia, in the north of Brazil. This company offers several different packages which are focused on finding inner relaxation and energising. Furthermore, they also encourage visitors to help them out with their personal business, by for instance helping out with marketing or ecological farming. This is done by giving them an incentive such as 20% discount on their booking. The special element of this company is that one can pick their own activities (Retreat Bela Naturaleza, 2016). Currently, this competitor is receiving both national as well as international visitors and they are the best known as the destination located in the north of Brazil.

Location	Duration	Included	Price
Bahia	5 days (standard package)	Variety of activities to choose from, no accommodation	US\$270
Bahia	5 days (Smile package)	Variety of activities to choose from, no accommodation	US\$300
Bahia	5 days (Create package)	Variety of activities to choose from, no accommodation	US\$380
Bahia	7 days (Revitalise package)	Variety of activities to choose from, no accommodation	US\$700

Bahia	5 days (Yoga with dogs)	Variety of activities to choose from, no accommodation	US\$650
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Figure 2: Retreat Bela Naturaleza

Product competition means that there is competition based on the type of product that is offered. Within this league competitors who offer a product or service with similar characteristics and specifications compete with one another. These competitors may vary in accommodation, extra activities or even the main focus. The first product competitor is Green Stone Journeys – Wellness tours. In 2012 this company was founded by Tara Campbell, a yoga teacher with a B.A. degree in Antropology and International development studies and a master’s degree in environmental studies from Canada. The company is located in three countries: Brazil, Peru and Canada. The company offers several different packages that vary in location, planning, activities and free time (Green Stone Journeys, n.d.).

Within Brazil, they offer four different packages. The smallest package is one full day and is located in Rio de Janeiro, during this day the group will start with a yoga class, later on a lunch and then a visit to the Sugar Loaf Mountain. The second and third package are both located in Ilha Grande and take five days. The difference between the two is the amount of luxury that is offered and the food that is included. The last package in Brazil is located in the north, in Panatal. The package “paths of the Panatal” is mainly focused on nature whereas the other packages have their main focus on yoga and relaxation. This package lasts 12 days and within this package you travel to three different locations and lodgings. On the following page an overview of the packages can be found, including location, duration and price.

Location	Duration	Included	Price
Panatal, (North of Brazil)	12 days	Yoga, local guide, daily activities, all meals, accommodation, transportation and internal flights	US\$2240
Ilha Grande	5 days	Yoga, all meals, accommodation, transfer from/to Rio de Janeiro	US\$1940

Ilha Grande	5 days	Yoga, 2 meals, accommodation (shared), transfer from/to Rio de Janeiro	US\$1435
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Figure 3: Green Stone Journeys

This company places their main focus on yoga and all the other activities are extra's, whereas for the movement all of the activities have an equal importance.

Besides Green Stone Journeys, Spazio Búzios is a product competitor. This guesthouse offers apart from lodging several small yoga packages. This means that the guests have the opportunity to follow a yoga class each morning, based on their specific needs and limitations. Besides that, they have the opportunity to follow a meditation mantra each evening (Spazio Búzios, n.d.). Below an overview of their offer can be found:

Location	Duration	Included	Price
Búzios	2 nights	Yoga, meditation, breakfast, accommodation	US\$ 93.97 (R\$350)

Figure 4: Spazio Búzios

As this competitor only offers a small variety of activities and as a starting point has their lodging this is a product competitor.

Internationally speaking, the Movement has many product competitors in Asia. For instance, the Konark Nature Retreat in India (n.d.), this is a company that offers visitors to go back to basic. With morning and evening yoga practices, as well as meditation sessions and possibilities to experience the culture and its religion. All of the guests, despite of their chosen package stay at the same camp, in Swiss tents. The Konark Nature Retreat can be seen as a competitor since they offer similar products to consumers, however their offers are generally more known within Europe. Apart from that, Europeans have not shown a specific preference for a specific continent in which they prefer such activities. This results in more international competitors.

Location	Duration	Included	Price
India (Golden Triangle of Odisha)	3 days	Yoga, hiking, visiting temples, extra options, accommodation	Upon request
India (Chilika & Raghurajpur)	4 days	Hiking, visiting temples, water floating, dolphin spotting, accommodation, lunch	Upon request
Accommodation	1 day	2 persons, swiss tent	US\$ 197.75

Figure 5: Konark Nature Retreat

Another major competitor in Asia is the Banjaran Hotspring Retreat in Malaysia (n.d.). This company offers many features and services to offer. They have hiking trails, hot springs, thermal baths, meditations caves and several wellness and beauty offers. Their prices are based on each individual feature, which means that the guest can formulate their own package and therefore has more control over the total price of the trip. Besides holidays, they also offer day packages where people can enjoy the facilities. All these prices are upon request.

Lastly, there is generic competition. Generic competition analyses the competition between the product class. Two different product classes can for instance be, beer and wine. However, within the products and services the Movement is offering this type of competition does not apply explicitly. This is due to the fact that every consumer perceives the offered activities and products differently. Some consumers might see horseback riding as relaxing, while other consumers perceive this as an active activity. Therefore, it is difficult to make a clear extinction between the different product classes that are supplying for the same need.

2.2 Marketing 3.0

In the past years, a new marketing approach has emerged. This new approach is very much influenced by the customer, it is a more sophisticated form of the customer-centric era where the customer demands collaborative, iconic and independent marketing approaches. Taking technological, political, economic and social factors into account as well as the current market. An important element in all marketing types is positioning, this is targeting the company or brand in the mind of the consumer (Ries & Trout, 2001). However, with the ever-changing environment targeting the mind of consumers is no longer sufficient, companies should also target the heart of consumers. Many forms of emotional marketing

have appeared, one of those methods is the Experiential Marketing of Bernd Schmitt (1999). With his “Strategic Experiential Modules” he uses five elements to target consumers: sense, feel, act, think and relate. By means of these newly found marketing approaches it became clear that it is important to target people as a whole, therefore marketing 3.0 targets the mind, heart and spirit of consumers.

As a consequence, they created a new triangle to help with the image a company has to the outside of the world, this triangle can be found below. It is based on brand integrity, which is about fulfilling what is claimed, brand identity positioning the brand in the customers mind and brand image is acquiring the consumer’s mind share (Kartajaya & Kotler, 2010). The image of this model can be found on the following page in image 1.



*Image 1: Positioning – Differentiation – Brand Triangle
Source: Kartajaya & Kotler (2010)*

After establishing this Kotler (2010) created a value-based matrix in order to establish the proper strategy for the company. Linking the values, needs and wants of the consumers with the ones of the company. The image (2) below shows this new matrix, within the case that a company is not yet aware of its position or strategy this might be very helpful in order to keep up with the ever-changing environment that the leisure sector is in. This matrix will be helpful to determine the strategy or starting point the Fazenda can take, based on the gathered data.



Values-based Matrix

Image 2: Value-based Matrix
Source: Kotler (2010)

Chapter 3: Macro

Below a macro analysis is performed, the macro environment means the external environment. This is important to be able to understand and know the global situation and the situation of the target market. This analysis is done by means of a DESTEP, which includes demographics, economics, social-cultural, technological, ecological and political factors.

3.1 DESTEP

3.1.1 Demographics

The population in Germany is 82.9 Million people, according to the Statistisches Bundesamt recorded in 2018. From the total population approximately 12% (11.9%) is foreign. Furthermore, the difference between men and women is relatively equal. The German women hold a percentage of 51 and the men 49.

Apart from that, image 3 below shows that there are approximately 41.3 million households in Germany. 41.8% of this number are one-person households. Moreover, there are 8.2 million families with minor children and 69.7% of this number are married couples. Furthermore, from the 20.8 million couples that live in Germany, 15% is opposite-sex cohabiting couples and 0.5% are same-sex couples.

KEY FIGURES

Key figures on households and families, 2017

Households	41.3 mn
One-person households	41.8%
Families with minor children	8.2 mn
Married couples	69.7%
Lone parents	18.9%
Cohabiting couples	11.4%
Couples	20.8 mn
Married couples	84.4%
Opposite-sex cohabiting couples	15.0%
Same-sex cohabiting couples	0.5%

*Image 3: Key figures on households and families, 2017
Source: Statistisches Bundesamt (2018)*

3.1.2 Economics

The total private consumption expenditure in 2017 was €2.517. Based on the image below, 36% was spent on housing, energy and maintenance, 14% was spend on food, beverages and tobacco. Apart from that, 14% was spent on transportation. 10% was spend on recreation and culture, 4% on clothing and footwear. Lastly, 22% was spend on other activities, products and services. Moreover, when looking into the comparison of 2017 and 2018 an economic growth can be detected from 1.5% (Statistisches Bundesamt, 2018d).

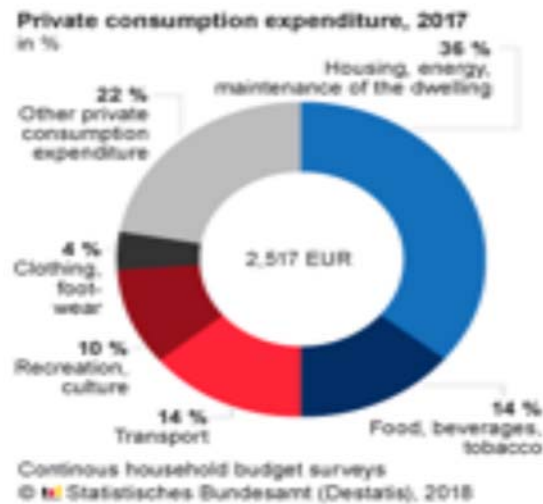


Image 4: Private consumption expenditure, 2017
Source: Statistisches Bundesamt, 2018d)

3.1.3 Social-cultural

Below in image 5, a comparison can be found based on the cultural dimensions model created by Hofstede (1984). This model compares the power distance, individualism, uncertainty avoidance, long term orientation and indulgence of both Germany and Brazil in this case.



Image 5: Comparison Cultural Dimensions Brazil and Germany

■ = Brazil
■ = Germany¹⁵

In Germany there is a relatively low power distance, this means that there is not much inequality within the country and not a relatively high hierarchy present. Furthermore, Germany is a very individualistic country and is mainly focus on personal development or achievement of an individual rather than of the society as a whole. Moreover, they have a very high score on long term orientation, this means that they are very connected to their past and are very capable of adapting and changing (Hofstede, n.d.).

When looking into the culture of Brazil, the first thing that is striking is that they have a high uncertainty avoidance. This means that they need rules and laws to regulate their daily life and to be as well as feel safe in the environment. This is a common trend for many countries in Latin America. Moreover, it can be seen that there is a high-power distance, which correlates with the high uncertainty avoidance. There is much inequality within Brazil and there is a clear hierarchy present. In contrast to Germany, Brazil has a relatively low long-term orientation and is more focused on the traditions and manners that are still present. Furthermore, changing or adapting is not easily done (Hofstede, n.d.).

3.1.4 Technological

In the last year the number of German inhabitants that are active online has increased with 3%. In 2017, this percentage was 87 and in 2018 this number increased to 90%.

Furthermore, 77% of the 65 million regular internet users that are older than 10 years are buying goods and/or services via the internet. Especially products such as clothing and foot wear (67%) are regularly bought online. Other products are for instance, toys, furniture (52%), holiday accommodations (42%) and tickets (41%).

3.1.5 Ecological

The weather conditions in Germany are moderate, the spring is relatively chilly, and their winters are colder, especially in the southern parts and the areas that have mountains. This might be a reason why more tourists are looking for destinations with higher temperatures (World Atlas, n.d.).

3.1.6 Political

Currently, the German democracy is governed by two main parties: CSU/CDU and the SPD. This government is led by Angela Merkel as the chancellor. Both these parties are centrally positioned with the chamber, the CSU/CDU is slightly more positioned to the right, being more conservative. Furthermore, the SPD's position is slightly towards the left. This coalition has digitalisation, education and families as their main focus point (Deutscher Bundestag, n.d.).

Chapter 4: SWOT – Analysis

Below a SWOT analysis was created, based on the internal factors' strengths and weaknesses and the external elements opportunities and threats. This SWOT represents as a total picture of the internal and external environment the client is working in. Evidently, afterward the SWOT a conclusion is drawn on the implications this has for the client.

Strengths (internal)	Weaknesses (internal)
<ul style="list-style-type: none"> - High social responsibility in relation to the community and nature - Diverse surroundings create potential for more activities - Variety of knowledge and expertise within the organisation - Collaboration with youth from the area - GLT brings international contacts and visitors to the region - Variety of existing activities that can be done all year around 	<ul style="list-style-type: none"> - Unstable Wi-Fi connection - Low level of education (not speaking English) - Do not have the necessary knowledge and experience - Underqualified and unexperienced personnel
Opportunities (external)	Threats (external)
<ul style="list-style-type: none"> - Growing economy of the Germans offers more options when it comes to leisure spendings - Growth in the European wellness sector creates more demand for correlating leisure activities - The weather conditions in Germany creates the urge to travel further to better conditions for leisure - Germany is number two with biggest market share in the wellness and health sector - Low level of visa requirements - In the state of Rio de Janeiro there are not many brand competitors located 	<ul style="list-style-type: none"> - Always changing needs makes it difficult to ensure that the consumer prioritizes the need for leisure activities - Fierce product competition in Asia - Only brand competitor in the state of Rio de Janeiro is an international company - Marketing 3.0 (Image 2)

<ul style="list-style-type: none"> - Only brand competitor in the state of Rio de Janeiro is an international company - Marketing 3.0 	
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Figure 6: SWOT analysis

As can be seen in the figure above, the Movement is an organisation that is very conscious about their impact on the surroundings, this includes both on the locals as well as on the nature. The diversity of the surrounding creates opportunities for creating more activities and/or services. Furthermore, it can be seen that the level of education causes the staff to be underqualified. However, with improving the quality of life and education the Movement is already trying to improve this situation.

Apart from that, there are many opportunities that can be found. The growing economy of the Germans leads to a greater expenditure and this creates opportunities when it comes to long distance travel and need competition. Moreover, the growing demand in the European wellness sector ensures a growing demand in the correlating leisure activities. Naturally, the weather conditions of Silva Jardim are preferred over the ones in Germany, this might serve as an extra urge for the visitors to travel to Brazil. Another important factor is the fact that there are not many brand competitors in the state of Rio de Janeiro this creates opportunities for the movement to become a unique organisation.

However, the product competition is fierce, especially in the neighbouring continent Asia is this a big market. This means that the consumer will pay more attention to the total package and cost. Furthermore, there is one brand competitor in Rio de Janeiro and this is an internationally known company, which means that this is more accessible for internationals. However, this can also be turned into an opportunity as this company has several destinations and activities that they offer each year.

To conclude, the Movement as an organisation has many strengths and is trying to turn their weaknesses around and improve them. Furthermore, the competition within the national and international market is fierce, especially when looking at the existing market in Asia. However, there are even more opportunities to attract the German target market as well as to turn some competitors into partners.

Appendix II: Image of the property of Fazenda dos Cordeiros



Appendix III: Time planning graduation assignment

Phase	Dates	Tasks	Notes
Graduation plan	14 Dec 2018 - 14 Jan 2019	Writing the research proposal and graduation plan	
Go/No Go Graduation Plan	20 - 25 January 2018	Receive a Go or No go from the Graduation Committee	
Preparation phase	11 February 2019 - 22 February 2019	Getting to know the potential target market, drawing up the surveys, doing market research	In Germany
Execution phase	22 February 2019 - 22 March 2019	Distributing surveys, conducting interviews, doing additional market research	Starting in Germany, later on via social media channels
Analysis phase	11 March 2019 - 8 April 2019	Analysing the potential of the movement, exploring additional options	In Brazil
Analysis phase	8 April 2019 - 5 May 2019	Analysing all the gathered data and drawing conclusions based on this	
Writing phase	6 May 2019 - 2 June 2019	Combine the gathered information and create an advice based on that	
Final feedback	3 June 2019 - 7 June 2019	Feedback from the client, as well as supervisor	
Last changes	8 June 2019 - 13 June 2019	Based on the feedback	
HAND IN GRADUATION ASSIGNMENT	14 June 2019		At AFL Competency exam at this day

Appendix IV: Questionnaire questions (EN + GER)

Introduction

Hello, my name is Daniëlle Peeters and for my bachelor thesis of International Leisure Management am I performing an investigation into the possibilities on how to attract the German population to Silva Jardim, Brazil. This questionnaire is anonymous and will only be used in order to give recommendations on a marketing strategy.

Hallo, mein Name ist Daniëlle Peeters und für meine Bachelorarbeit von International Leisure Management untersuche ich die Möglichkeiten, wie die deutsche Bevölkerung nach Silva Jardim, Brasilien, gezogen werden kann. Dieser Fragebogen ist anonym und wird nur verwendet, um Empfehlungen zu einer Marketingstrategie zu geben.

Demographic items:

- Age
- Gender
- Life status
- Diet
- Monthly income

English	German	Answer
How old are you?	Wie alt sind Sie?	- Open question
What gender do you have?	Bitte geben Sie Ihr Geschlecht an	- Male / männlich - Female / weiblich - Gender neutral / Divers
What is your current life status? (single, married, student, divorced)	Wie ist ihr aktueller Lebensstatus?	- Single / Single - Married / Verheiratet - Divorced / Geschieden - Other / Anderes

Are you vegetarian or vegan? (vegetarian, vegan, none of the above)	Sind Sie Vegetarisch order Vegan?	<ul style="list-style-type: none"> - Vegetarian / Vegetarisch - Vegan / Vegan - None of the above / Weder noch
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Body

Personal characteristics:

- Values
- Activities
- Attitude

English	German	Answer
Are you often alone or with others?	Sind Sie oft alleine oder mit anderen zusammen?	<ul style="list-style-type: none"> - Alone - With others
Do you often ask for help?	Bitte Sie oft um Hilfe?	<ul style="list-style-type: none"> - Yes / ja - No / nein
Do you think sustainability is important?	Halten Sie Nachhaltigkeit für wichtig?	<ul style="list-style-type: none"> - Yes / ja - No / nein
Do you think everybody should have the freedom to choose what they want?	Denken Sie, dass jeder die Freiheit haben sollte, zu wählen, was er will?	<ul style="list-style-type: none"> - Yes, of course / Ja! - No / Nein
Do you think self-respect is an important element?	Denken Sie, dass Selbstachtung ein wichtiges Element ist?	<ul style="list-style-type: none"> - Yes, of course / Ja! - No / Nein
Is inner harmony important to you?	Ist innere Harmonie für Sie wichtig?	<ul style="list-style-type: none"> - Yes, of course / Ja! - No / Nein
If so, how do you achieve this?	Wenn ja, wie erreichen Sie das?	<ul style="list-style-type: none"> - Open question
Is beauty important to you?	Ist Schönheit für ihr wichtig?	<ul style="list-style-type: none"> - Yes, of course / Ja! - No / Nein

If so, does inner beauty count as much, more, or less than physical beauty?	Wenn ja, zählt die innere Schönheit mehr oder weniger als die körperliche Schönheit?	<ul style="list-style-type: none"> - More / mehr - As much as / so viel wie innere Schönheit - Less / weniger
In your opinion, are you able to create your own happiness?	Können Sie Ihrer Meinung nach Ihr eigenes Glück schaffen?	<ul style="list-style-type: none"> - Yes, of course / Ja! - No / Nein
If so, how?	Wenn ja, wie?	<ul style="list-style-type: none"> - Open question

Travel:

- Travelling in general
- Travelling with others
- Reason
- Distance
- Transportation
- Climate

English	German	Answers
For what purposes have you travelled in the past?	Zu welchem Zweck sind Sie in der Vergangenheit gereist?	<ul style="list-style-type: none"> - Relaxation / Entspannung - Fun / Spass - Exploring new cultures / Neue Kulturen erkunden - Health and wellness / Gesundheit und wellness - Other / Andere
Would the mode of transportation influence the distance you want to travel?	Beeinflusst das Transportmittel die Entfernung, die Sie zurücklegen möchten?	<ul style="list-style-type: none"> - Yes / ja - No/ nein
Which mode of transportation do you prefer?	Welches Transportmittel bevorzugen Sie?	<ul style="list-style-type: none"> - Car / Auto - Bus / Bus - Airplane / Flugzeug - Bicycle – Fahrrad - Foot / Zum Fuss

Do you prefer warm or cold weather?	Bevorzugen Sie warmes oder kaltes Wetter?	<ul style="list-style-type: none"> - Warm / warm - Cold / kalt - Makes no difference / ist mir egal
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Money:

- Activity
- Food

English	German	Answer
How much are you willing to spend for a leisure activity?	Wie viel möchten Sie für eine Freizeitbeschäftigung ausgeben?	<ul style="list-style-type: none"> - 5€ - 10€ - 10€ - 15€ - 15€ - 20€ - 20€ - 25€
How much are you willing to spend for a meal?	Wie viel willst du für eine Mahlzeit ausgeben?	<ul style="list-style-type: none"> - < 15€ - 15€ - 25€ - >25€

Planning:

- Time planning
- What is planned before? What is planned during?

English	German	Answers
How long in advance do you plan your trip?	Wie lange im Voraus planen Sie Ihre Reise?	<ul style="list-style-type: none"> - 3 to 4 months in advance /3 bis 4 Monate vorher - 6 to 8 weeks in advance / 6 bis 8 Wochen vorher - 1 to 3 weeks in advance /1 bis 3 Wochen vorher

<p>Do you usually plan your whole trip beforehand or during?</p>	<p>Planen Sie normalerweise Ihre gesamte Reise vorher oder während?</p>	<ul style="list-style-type: none"> - I plan everything before! / ich plane alles vorher! - I only plan the necessary things (hotel, flight, etc.) / Ich plane nur die notwendigen Dinge (Hotel, Flug etc.) - I plan nothing beforehand, let the adventure begin / Ich plane nichts vor, lass das Abenteuer beginnen
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Communication channels:

- Platforms
- Preference

English	German	Answers
<p>Do you use WhatsApp, Facebook, Instagram, Twitter or E-mail?</p>	<p>Verwenden Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail?</p>	<ul style="list-style-type: none"> - WhatsApp - Facebook - Instagram - Twitter - E-mail
<p>If you receive information, which channel do you prefer?</p>	<p>Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie?</p>	<ul style="list-style-type: none"> - WhatsApp - Facebook - Instagram - Twitter - E-mail
<p>Do you mind receiving promotions via one of the following channels?</p>	<p>Haben Sie etwas dagegen, Promotionen über einen der folgenden Kanäle zu erhalten?</p>	<ul style="list-style-type: none"> - Yes/ ja - No / nein

In your opinion, what is the best way to receive information?	Was ist Ihrer Meinung nach der beste Weg, um Informationen zu erhalten?	- Open question
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Social aspect:

- Clean
- Distance
- Personal contact
- Hospitality

English	German	Answers
Do you prefer personal contact with the personnel?	Bevorzugen Sie den persönlichen Kontakt zum Personal?	<ul style="list-style-type: none"> - Yes / ja - No/ nein - Depends on the situation / es kommt auf die situation an
What is something you really need in regards of hospitality?	Was brauchen Sie in Bezug auf die Gastfreundschaft wirklich?	<ul style="list-style-type: none"> - Personal welcome / persönlicher empfang - Explanation of activities / Erläuterung der Aktivitäten -
How important is it to you that the surroundings are clean?	Wie wichtig ist es Ihnen, dass die Umgebung sauber ist?	<p>Scale</p> <p>1 = not important at all/ nicht wichtig</p> <p>5 = very important / sehr wichtig</p>
How important is the location and distance between the different locations?	Wie wichtig ist der Standort und die Entfernung zwischen den verschiedenen Standorten?	<p>Scale</p> <p>1 = not important at all/ nicht wichtig</p> <p>5 = very important / sehr wichtig</p>

Brazil:

- General opinion

English	German	Answers
What do you think about Brazil? (scale)	Was denkst du über Brasilien?	Scale 1 = boring / langweilig 5 = very interesting / sehr interessant
Have you ever travelled to Brazil?	Sind Sie schon einmal nach Brasilien gereist?	- Yes/ ja - No/nein

Silva Jardim

The next and final part of the questionnaire is about Silva Jardim. Silva Jardim is a region in the state of Rio de Janeiro and is located approximately 100 km away from the city. The pictures below give you a small picture of what this area has to offer. Currently, activities such as hiking, organic farming, horseback riding, getting to know the culture and yoga can be done.

Der nächste und letzte Teil des Fragebogens befasst sich mit Silva Jardim. Silva Jardim ist eine Region im Bundesstaat Rio de Janeiro und liegt etwa 100 km von der Stadt entfernt. Die folgenden Bilder geben Ihnen einen kleinen Einblick in das, was diese Gegend zu bieten hat. Derzeit können Aktivitäten wie Wandern, ökologischer Landbau, pferd reiten, yoga und Kultur Kennenlernen durchgeführt werden.

- Distance to the city
- Local food + Culture
- Nature
- Activities offered

English	German	Answers
What do you think about Silva Jardim?	Was denken Sie über Silva Jardim?	<ul style="list-style-type: none"> - Interesting, I would like to go! / Interessant, ich würde gerne gehen! - Interesting, but I don't want to go / Interessant, aber ich möchte nicht gehen - Not interesting at all / überhaupt nicht interessant
Would you be open to experience the Brazilian culture?	Möchten Sie die brasilianische Kultur miterleben?	<ul style="list-style-type: none"> - Yes, for sure! / ja, sicher - No / nein
Would you try the local food?	Würden Sie das lokale Essen probieren?	<ul style="list-style-type: none"> - Hell yes! / Natürlich! - If I know what it is / wenn ich Weiss was es ist - No, nothing for me / nein, nicht für mich
Do you think the nature is an asset?	Denken Sie, dass die Natur von Vorteil ist?	<ul style="list-style-type: none"> - Yes, I love it / ja, ich liebe das - I don't know / ich habe keine ahnung - No / nein
Based on the type of activities offered, would you go there?	Würden Sie je nach Art der angebotenen Aktivitäten dorthin gehen?	<ul style="list-style-type: none"> - Yes / ja - No / nein
If yes, which activity would you prefer?	Wenn ja, welche Tätigkeit würden Sie bevorzugen?	<ul style="list-style-type: none"> - Horseback riding/ pferd reiten - Hiking / spazieren - Organic farming / biologische landwirtschaft - Learning about the local culture / lernen über die Lokale Kultur

		- Yoga / yoga
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Conclusion

English	German	Answers
Would you consider going to Brazil for a holiday?	Würden Sie in Betracht ziehen, für einen Urlaub nach Brasilien zu fahren?	- Yes/ ja - No / nein
If yes, would you consider Silva Jardim as a possible destination?	Wenn ja, würden Sie Silva Jardim als mögliches Ziel in Betracht ziehen?	- Yes/ ja - No / nein
Do you have any remarks?	Hast du irgendwelche Bemerkungen?	- Open question

Appendix V: Topic List

Introduction

Introduce yourself, name, age, profession

What do you like to do in your leisure time?

Body

Location

What do you think of the location? What do you like/what don't you like?

What are the bigger cities in the area? What do you like about these cities and what not?

How far are these cities? What do you think of the distances to the bigger cities?

Climate

Can you tell me something about the climate and weather in SJ?

Do you think this is a nice climate? Do you think everyone will like it?

What is the best time to visit? What is the worst time?

Culture

Can you tell me something about the local cultures? Food? Dances? Music? Gatherings?

Sports, etc? What is a typical meal in Silva Jardim?

Are there local festivals?

How are the people acting amongst each other?

What does the community do for the surroundings? In what way do they help or work together?

Surroundings

Can you tell me something about the flora and fauna of the area?

What do you appreciate the most?

In your opinion, what are the best features?

Attitude

When receiving guests, what do you think is most important?

What would be the ideal visitor for you? Why?

Values

What factors are important to you? Why?

If tourists come in this region, what would you want them to feel?

What would you want them to see? What is something they definitely need to experience?

Conclusion

Additional remarks of interviewer or interviewee

Appendix VI: Interview transcripts

Chapter 1: Interview 1

April 2, 2019

Interviewer: First of all, can you introduce yourself (..) little bit of your background?

Interviewee: I am an engineer, I was for, 19.. 1980. And I began to work with uhh engineer and when I be back. No first of all, when I was student I bought my first farm in Cachoeira de Macacu (?? 1.02)I was a uhhh dog keeper, how do you say that, can I say that?

Interviewer: yeah, you can

Interviewee: I was uhh, had a kennel. And I live in a house, small and my mum always said that is a lot of dogs, they are dirty (laughs) when I had the opportunity, I bought a farm, a small farm in Cacaoeira (? 1.29) Not far from, but I was not 18, I have to ask someone to ask someone to go with me to my farm, I have friends, began to do things there. But more difficult than here, I was still a university student and I found one party, one parent of my father. He went there and said oohh its fantastic, why don't you keep pork. But why, I don't have money to do that, but we can do that if you, in this farm we have all the uh batmans, batmans?

Interviewer: bats

Interviewee: no, all the places to keep the pigs? How do you call this? Here in Portuguese is pocilga it's a pig farm, our own style of pig farm. They have air, no good they need some repair, water, light roof something like that. And he did that for me and began to keep porks for me in my farm. He bought the animals, repaired the building, began to do sausage and went good and began to have money and that takes 6 or 7 years. Yeah I was foreign, one day I was making more money from pigs than engineer. And at that time I left, the dogs is only a pet, no longer a business, only a pet. And I wrote to a friend who lives in, uh, it was in 1980, (laughs) there was no email. And I wrote to one friend who was living in England and I am going to abandon? Abandon! Engineering, cause I am doing only a farm for money and then engineer, I am fed up with this. And said you are crazy why don't you come and work with me. I am not sure if that is a good idea cause I love country life, but I went and it was a good experience, very important and good. Important for myself, to grow and now a lot of things, make a lot of money, money enough to be back and have a bigger farm. That is why I am always thinking, when I was in England, on the weekends I was part of the Brits goat association, the goats society. Very big association, I began to go with them to Holland to see how they keep goats, to Spain, Swiss, Italy and I exchange pigs for goats (laughs) why?why? I went to England to improve the pigs, but when I went they said no pigs is so, it's a lot of trouble, the waste is so, then you have to treat the water, they eat wheat, corn, soya bean and the English people think that the animal that are the huminants (?), I just don't know if that is the English word. The animal that can eat cellulose and transform into protein, the porks eat protein, animal protein and there is a lot of people that don't want in 1980 the said already, they already believe, no that is crazy, wasting a lot of money. They can have cows, pigs, but no goats are much better. I began to be interesting in goats, to

come bac with everything I have, I have goats so I wish to bring. But not allowed, I said why not? Cats is possible, dogs is possible, arms, uhhh.. guns is possible, why not they a lot of bring. I bring one container, the goats come by airplane, 20 goats. I started, since I had goats from Europe in Brasil it is not usual, I began to sell good males and females for reproduction. At that time I sell one animal for 10000 USD, that is good money. At that time I don't have animals enough, only one goat a year and only 20 goats and sometimes not female, its male. That makes me a lot of, I bought a new farm, a bigger one in Nova Friburgo, makes me famous. Everyone would like to go there, to know the crazy people who was in England, to come to Brazil, in one farm, without lights and keeping goats and that makes it easy for me to be famous its easy to sell and produce animals. At that same time in Nova Friburgo they have a good influence of Swiss, uhh immigrants, Swiss immigrants. And uhh the swiss help the social programs and began to do a cheese factory for helping these people and began to do these cheese factors only for milk uhh, not for goats milks, cow milks, I said no its not possible goats milk is more. At this time it's not possible, they have uhh goats and they have to be supported and to be, and I began to discuss that and the industry began to do goats cheese in Nova Friburgo, makes more important, began to sell more, and one day we make on relation there. Price is going to be 3 times the cows milk, its one kinds of ... uhh in Europe when you support the uhh like a subsidie in Portuguese, how do you say in English?

Interviewer: subsidy

Interviewee: subsidy? Okay subsidy? They are not big, that is important for them so must pay more to keep them in small parts in Nova Friburgo, it's not uhh its only for people living there only in weekends so uhh who are we going to try to help? The small? And the small also spread in the city, not only in the town center. For our cow products one can produce 1000 liter of milk for 100 goats milk you have to walk 1000 km, that makes more expensive. But we began to do one partner with the bus company and every small product (11.46) that has one box for 5 liters milk and they have one support rack on the bus, everyone is put with a number and the bus goes to the industry but what they go with passengers, they step one day to the .. but the milks arrive and they bring the empty and take back the full one. It is very good, it's a success, began to more milk more milk, its working. That is why they produce, we have one Swiss that say oh its very good, but we cannot sell too much, we do not have the habitude to eat goat cheese and its more expensive. So we are producing to much and I have no way to sell of this, I cannot buy anymore the milk from this. I said close the industry, if that is you problem. Noo, I cannot say that, what do I say to the Swiss people, I say say that you are incompetent, you are not selling cheese. I produce milk, that is my business. Your business is to produce cheese, it was a big fight (laughs) he was my friend, I speak French with them and discuss talk about philosophy, life, he has a family. And he wants my support to convince (?)

Interviewer: yes, convince

Interviewee; convince, the people, the producers, not to pay more, 3 times. They want to pay 1, I said no no, at that time I sell also milk to the industry and began to sell cheese. I say I am not going to invest there, so I say now I have more authority cause it's not for my own product. At that time, it was the first industry for small producers in Rio de Janeiro, the

system of uhh register ensured the quality. You can have the a federal brasil one, state and village. The Queijaria from Swiss have the biggest one, the national one. I was the first in the state of Rio de Janeiro to have this, it was possible for cows, but for goats it was not so easy. Cause we need to have these kind of protection, the industry needs to be at least 200 square meters. You need to uhh, you cannot do by,, uhh in you kitchen. And I did this, I pay money from the government, bank of the state, I began to produce cheese, I went to the register of Rio de Janeiro. I began to sell my own cheese and they don't say, ohh I am going, why you are not going and sell. Anyway, for me was really good, because from Nova Friburgo everyone knows that they have the Swiss industry was so important and they have a lot of media and I was part of this industry. That was good for me, not not bad. And at the end of this fight, I uhh, I had one support of the government of the state. To buy one spray dry, that is to make powder milk, the powder milk we can sell like milk or I can keep them and when they are, uhh milk is seasonal. Normally it is easy to produce milk in the summer, cause there is a lot of sun, the days are longer. But in Summer you don't have the habitute to eat cheese. In the winter you eat more cheese, cause you have wine, etc. the industry, the Swiss industry, they make cheese with the long maturation, so they can keep them in the summer for maturation, but it is more expensive also. So as the government supports the smallest product, we keep the dry one for us, the company who dries it was the queijaria, he has all the equipment necessary. We bought only the spray dried one, for this they received part of the milk as payment. But the dry one was for us, uhh that works very good yes. And I had my own industry and began to sell my cheese and began to do this. We still have one problem, seasonality is one problem, I don't want to go to Rio de Janeiro to sell my cheese, prefer to stay in Nova Friburgo. And I live in this, where I have cheese, my neighbor has draughts (?18.41), the other has honey, the other has bromelia, the other does handcrafts with bamboo. If everyone has goats, it's gonna be easier, I can do cheese, you can go to Rio de Janeiro and this are somethings that I think of how can I do this better. And once I was in uhh one goats meeting, national goats meeting San Paulo, they have one support from French people in uhh Parana, south of Parana. And I asked them to support and help us also, and they say no, you already have Swiss support but every time they bring with one specialist, I liked to put all the cheese on the table. And this French specialist began to say this is good, this is not, too much temperature, too much ferment and why the cheese of Swiss is always not good and I am so happy. Sometimes mine was not also, but the industry is Swissa and once I am doing this one year, two year and I began to be friend of this people from France and one day one old man from this association (??20.37) he told me, you don't think to work with tourism, I was like tourism, by problem is goats, that should be a good idea because if you have tourist going to your farm, then you can, you living in Nova Friburgo, very interesting at that time 100.000 people and 3 or 400 tourists a year. I live in a farm, the road is horrible with all the rocks and I that knows all the holes, I takes 30 minutes how can I say someone to go, they will be upset with me. But he said no he can go walking, if you like I can try to help you not with goats but with tourist. I was thinking no I don't want that and he said, I am going to give you some papers and you are going to, you have to write to me one project. So I was like okay send me the papers and I invite one friend of mine that also speaks French and have been there more time and we did one first project with this diversity, we put the diversity in the paper and they said that is a good idea, that should work. To be sure it is exact that it is what you are saying, I am going to invite you to come to France to see exactly how that is working. (22.49) you can choose more 3 people that go with you, one industry, one commerce, one association cooperative.

We went there, been there 21 days, 3 days, walking around there and see how the culture of association is working there. We used to say, in Nova Friburgo it is difficult to receive tourist, cause all the people go to the beach and pass by us. There they say the same, all the people that go and pass by us to go to the Alp Swiss or the beach, I am just one passage. We have to be creative in orde to keep them to stay one or 2 days with us. I said yes it's also not easy to do this, and I said okay, we began to do this and I said okay I would like to have one people for support. One specialist one name from the park regional, park uhh Jamaheiri (?24.29) he is a friend of mine. And he was a director from the parque regional dois uhh baloões dos vosgen this park have been in more than 50different villages, they have more than 1,5 million habitants, but they have 45 million tourists. In brazil they only have 4 million. But because they have the border from Germany, from Luxembourg, uhh yeah. But to them I said it's easy cause you have the .. uhh influence from French, they say yeah but they also have tourism in Germany also in Luxembourg, it's not so easy. I said yeah but you have more money, you have more budgets of everyone living ...it's no excuse. So we began to do this intercambio, this uhh exchange. And we did our first circuit in Nova Friburgo called Poncha Branca and I was the leader of this circuit and the goats is still important for us but at that. Time we already have more how this tourism works than goats milk, I did one restaurant and I did the cheese and people start going there and have the cheese. At the start, we have our own cheese and do our wine and beer. After that I began to kill the males, there was a lot of males and I began to do one special meat, males meat we called it uhh cabrito mamão is papaya. The people who, uhh when you have a baby they mum, how do you say in English? They are going to *makes baby sucking noise*

Interviewer: uhh ...

Interviewee: (interrupts) small childrens like to, ... well see you understand. You saw we did they, well the goats are also this, they only have milk from their mum, they don't have grass yet and the meat was so tender. It is different, I did that and after I did the drout and greens from another neighbor, I did the slow food only have 6 tables for only 6 families. If someone would arrive I said oh thank you, you can rest here, the childrens can go to the goats and we have things to eat and that was good. And once, sebrai, sebrai is one company in Brazil, that is system S, they have, they are social program also in all brazil. He saw it was working , we have media, newspaper from Rio de Janeiro, TV, everyone was going to see how easy it was to be our lives. And we are really easy to go, by walking or by car, at that time many people came by car or by horses, we have many horses (laughs). We put some, the people from big hotel in the village, we. Convinced them to bring their tourists to see, not going there to pay, but they are going there and bring their children and buy handcrafts or cheese. That is good for us and the sebrai looks for how these things working. He invites me to do this in other cities in Rio de Janeiro, at that time I began to be one constant in Rural tourism in Rio de Janeiro and that is working, began to be good. Interface with France is still working, there are people there, we are still making, a mission, a mission is one technical. We began to organize technical visits in France, to see how this works and once I began to receive one visit from the ministry of tourism. She went there and see, it was one lady, a friend of ours. That is very, that is good, in all brazil we can do that, all the state, you can do it in Minas Gerais. Why don't you do that? So I began to do that for the ministry of tourism, the people who wants, began to open. And once they come with people from fundação de Getúlio

Vargas it's, like a university, they have lot of students and have an observatory.
Oberservatory?

Interviewer: observation room

Interviewee: observation room, they are analyzing what is happening, what is the difference, how is the tendence and he invited me to be part of this. I was uhh mastrado (30.29), I was a degree in engineer and did a master degree in tourism, in (31.15). at that time I began to be a constant for the Ministério do Desenvolvimento Agrário (31.20), it was a fight, good fight (laughs). Because the ministry of tourism, doing the conventional tourism and me the people doing the other, and I was saying that tourism rural was for community, social tourism a friend, uhh responsible, they have a special importance, no sustainable, uhh okay. And in other minister they work with the small equipter, there is small group there who began to see alternatives for them. They are not happy to see this, they are responsible for a lot, they began to produce for 80% of the food you eat. The agrobusiness, doing only 3 to 4 items, the money is not coming to hear, only staying there and you need to support these people . the minister of, they don't, they are afraid of that, they think in business, what is going on to transform money, to bring money, to do new jobs, new entertainment. This other minister is thinking other things, money is not important, sustainable for this and I think no I more, I feel more comfortable here than there and began to work here. The minister was not too happy with that, we left 5 or 8 years fighting. I was the people who had good trust, good trust? I was doing well here and good there, I and another one Gerald, and at that time there are a lot of things going on, we had one association and uhh for tourism rural, national association. We found them, Ana is also part of this, we went uhh time pass as they are national there are so many things, we did one agreement, one is going to keep the walking, other is going to do the law, other market, horse riding, biking and one president doing the political part of this. At that time I was responsible for the walking, for me it was in this national association, but was president for the president in Rio de Janeiro, representative for Rio de Janeiro. Was working really good, began to have 500 small producers, from Amazônia to Rio Grande Do Sul (35.35?) and the others are doing nothing, and I said I am not going to bring all of them on my back. At that time I did one organization, only for the working, when I did that I began more important for the national of tourism, because for these but these are doing nothing and that was a big fight and uhh unfortunately this fight never ends until this day. We have no political public, there is nothing doing tourism for national or for unconventional, nothing is happening anymore. Now I am no longer the president, I am part of this but the president is from Florianopolis, south of Brazil. But we are still in contact with all of them, we had one system, eco booking, that all of the circuits that all of the are working, it's very interesting, we had already, uhh 1000... uh 150.000 people. This is very interesting cause we already know all of this, the name, age, sex, preference, the colour, everything I have this for, this base is very good base. And we have more than 1 million people walking, because they have, you can have people walking that don't do the inscription. Like here, I organize one walk there comes 300 people, you see that there are only 50 inscriptions. But they are not, it's no problem when they do the registration you began to receive a diploma, with 10 you began to receive a new support and uhh they keep you interested in walking because you know each walker, who is the people in Brazil that are walking more than the others. So you can, have this, can do this by frequence or km walking. It is very interesting, in fact the IVV, is one, they have one

world champignon chip, you need to have walked once in every 5 continents, when you have this you are a winner! That is, work, that is interesting. So in this is, how I began to be a tourism manager, because I did this I began to do that. And 15 years ago, I uhh I uhh began here, come here to begin work with Ana. It is a little bit more uh, nah, I think Ana knows better. She has this, this is a family and uhh .. we feel how to make it sustainable,, we start with this project pedagogic project for children that are coming, did the walking, when I was from sebrai, we did 3 or 4 circuit in Silva Jardim. So it is already existing, the idea to work together, but we have so many different uhhn, the farmer is not at the same level. In Nova Friburgo is much simpler, cause we are all on the same level, we have nothing, here there is some that they have, in Nova Friburgo all the peoples that live in there need engineering. That was my shows, but I don't want to be engineering, I want to be a farmer and here it's more difficult because in Nova Friburgo we have one farm like Tatiana, she wants to live here, but don't live here. She lives in.. uhh

Interviewer: Niterói

Interviewee: yes, Niterói. Uhhh, her husband have a company, that they have money from this company, they don't need to money from the farm. She says no, he is going to be retired from here and will work here. Uhhh its possible as a quality of life, not uhh profit money. Because when they retire, they don't gonna need more money from this farm. Her farm is very nice they, have very nice uhh apartments, but it's not made for tourism, was made for families. And uhh we we had this person, sometimes we try to arrange for groups of us, she is not available, or she says oh you can go, but I have to much here so I cannot bring, ohh they can stay here, but they cannot have the coffee break here, because I am not going to do the breakfast, breakfast here. It's not going to work, no one is going to wake up, bring a car, it's not going to work. Now she is going to do cheese industry, maybe a good visit, you can stay there for one day. If they have the system of eco-tourism, she could be a good place to do a party, she is a good place to do a party, to be with us in some business, but not to be the same that I am doing, even where we went to the children party. They have the horse, the only thing they can do is the horse, the food, entertainment its good but no. we also have the football club, but it's not so easy to include them, the cultural, cultural fridge (?) is also good but not so easy, we could uh we may if I try to have this some time I feel that, skol is another club, horse another club, cheese another club, it's a group, different groups of people. How can I do to have people in the same, how can I put one subject in one, my answer for that is the golden lion tamarin, they could be the uhh

Interviewer: connecting factor

Interviewee: umbrella, we can always make the reference to them. Walking is not going to do that, horses is not going to do that, the cheese is not going to do that, horse is not going to do that, the golden lion could be, could be. But it is what is, its difficult. You can go there, one day yes and one day no. They have uhh, how do you call this (..) in Portuguese is uhhh .. taxa de ocupação (??45.06) uhhh they cannot have too many visitors, they can only 40 per week, not every day, not 40 at the same day. So this is difficult.

Interviewer: maximum capacity, yeah

Interviewee: capacity, yeah maximum capacity that is technical that is really one problem. If we do that they are not going to be wild life, they will be monkeys from zoo. I have one technical critical, when the monkeys come and give them banana, I prefer some more safari, to try to find them. But this is working like that, so I say here I have Golden Lion, but I say it's different, it's not you who choose who they are going to see, the golden lion will choose who they want to see (laughs). Yeah uhh,, the uhh the uhh mico leão, but the association says why don't you put banana and I say but that is not real life, I say I am going to work and I am doing this, I am living this, I am not something, not real. If I am doing that I feel not real, but maybe the market sells, but you have to be sustainable otherwise you ain't coming. The birds watching the same, you have to put something there, the birds are coming. But I uhh have to say it's the same for the golden lion, if I put, tis not better than going to where they are and find them. See which tree they are eating, what they are eating, let's say Curindiba (??47.37) lets go to this Curindiba to see if there is someone, no but that is more difficult. I put for him, when he arrives I put a banana and its only for him, and he asks did they came and I say not yet. he is happy because I am doing it (laughs) Unless, I feel that its uhh I cannot put one thing for the qualibri(?) to come, because I have cats and its going to kill uhh (laughs) and they uhh noo but they have already a bell, but even though they catch him. That is the things we have to think more of in Silva Jardim. Also in Aldeia Velha, have you been to Aldeia Velha?

Interviewer: not yet

Interviewee: we can go together, Aldeia Velha, is uh village where you have a river and you have a waterfall, 1000 of people, music, the people who are going there they have no money, they have camping, nothing against camping, nothing against people who have no money. But as we, as people who, as Silva Jardim, we don't have rules well written, they going there think the people who are living there, don't like, don't like tourism. For them tourism is, sex, drugs, alcohol, noisy, dusty, pollution, (...) they live there, because it's a good place to live and they come there and then come a lot of *big hand gestures* they don't like. But if you talk with perfeiture, noo but the commerce. What commerce? 2 shops working only in the summer, that is not commerce. The commerce is the people who live there, who have agriculture, who has cassava or has (...) these are the public. But they don't understand this. So that is one problem for me and the other problem, I am talking with the secretary of tourism. There is not law, I cannot forbid them to go there. I say but you have a law for environment, as the golden lion tamarin, you can say as there can only go for a week, to save the area, 500 or 1000, but you must say as tourism. Cause you can say oh everyone who wants to go, you have to know the names of everyone, also for safety reasons. Because if something happens there, the news is going to say people dying in Silva Jardim, it's horrible. It's better to keep this and they are not going to die because the water there is bad, but they drink a lot, fight with the others. So it's not good, and that is one thing. Uhh I think this is a problem with Brazilian people, so we have one walk, with the uh waterfall walk, when I say that we have the waterfall walk, I wish the people see the trees, the seeds, the animals, the trails, the signs of the trails, we can see one wild animal, but we can see where they passed because they have the marks, can hear the noise. But everyone goes because they want to see the waterfall and I say noo, I want to you to pay attention because we pass one reserve, a private reserve (52.20) even I is difficult to keep then, with

attention with that. I saw, uh not, after you came we received one email from one uh from US I think for forest bathing, shower, uhh how do you say in English?

Interviewer: uhh to take a shower, bathe, taking a bath

Interviewee: bath

Interviewer: yeah

Interviewee; what means bath

Interviewee: usually is a shower when the water is coming down on you and bathing is when you are in a complete pool.

Interviewee: that is for us to use the water to immerse in the water. *distracted by the cat* so this should be a good idea for us, to have forest to have influence to plant trees, recognize the trees, I don't know if it's a thing, if the public likes, well I like to do. Well this is a good thing, when someone says I am going to do the marketing I don't know if this is what they want. Because if they said they like to do sex, drunk and rock 'n roll – I say good, good where are you going to? Not in here (laughs) I like to go there, but I don't want you to come, you understand the difference?? But at my home, my house, my god noo. We receive people and sometimes we don't know the people, I used to put clothes on. We have a swimming pool, you ring the bell for food and they come, I don't feel comfortable to uh without clothes, I never have to ask someone to put, just because we are a family. I do, Ana does it, its normal. You can do with uhh only the uma – only the bra, it's okay. Short, its normal, but without but I never need to ask someone to put, we see if someone asks can I bring the beer? I say no, not because I don't want to sell the beer just because I don't want him to drink more than he can because if they began drunk, began to say swearing words it is my house, it is not comfortable to say, they say oh go out or go to the room to sleep. That is not the kind of people I want to have, but its difficult, but we had good luck. At the Nova Friburgo farm, we had a restaurant for 10 years, this only had once. We did slow food and give value to the time, when the table is complete, I don't want some people waiting for them because when I am upstairs, I would like to be quickly to give the space to the others, its normal. People who have educations know that, I don't believe the people want to stay there so as I had this, I go to them and explained to them you must be, here is to have time, if you want you can see the goats, but please don't stay here, once he said I am a Jewish, I can do anything I want. I said, I am sorry but not at my house, I said, you can go to your house NOW, and get out NOW. And uhhh what do you think you are going to be? Prison? Go there in the city and bring the men, but you go there NOW. But he was a little drunk, but the other people know that and when I backs, they say oh you don't need to say that. But it's my house and no one is going to tell me what to do. 3 weeks and he came back, and he give me a uhh he comes with one bag in his hand and say, ask for me, when I saw him I began yellow, he asked me today can I have your restaurant? And I say of course you are welcome, and with his family, that first day he was also a family. Not then, in the middle he asked me to excuse him, because he knows he did not act right and he asked if I liked whisky and I say yeah. And he said, I brought you one present and he brought one whisky. I will say,

no I will leave this bottle here, and we are going to have this together. We began to be friends, he brings my son to his uhh, Nieto, how do you say nieto?

Interviewer: uhh grandkids

Interviewee: he has grandkids the same age as my kids and brings my kids, only to bring my kids to has one weekend one day. Friend like that, but the first day was a fight (laughs). So the first question, is about myself, and my history. So this is my history, I tell you a little bit. The second question, I will be more concise. Only yes or no (laughs).

Interviewer: only yes or no (laughs) noo that is not going to happen

Interviewee: you don't have question like that, oh my good (laughs).

Interviewer: but you are answering one by one gradually

Interviewee: but you can resume, make it shorter (laughs)

Interviewer: I can do that! So if you go to Silva Jardim, for instance from Rio, you can go by car, by bus do you think it's an obstacle or threshold for people to come because the roads are not ideally, or not what they are used to? Or do you think people might enjoy ...

Interviewee: the first factor is that people do not know Silva Jardim, I have, I am going long again. We have one friend that has one hostel here in Bananeiras (??1.01) and he works by telephone, not by internet, cause he does not have internet but has telephone and he used to say to the people when they are later and he phoned are you okay and the people say yes I am on the road! And pass one hour, he phone again, yeah I am on the road, I am in Nova Friburgo arriving, here is Silva Jardim, not Bom Jardim. Oh oh I will be back, no please don't be back, stay there because here you also have good nights, hotels because Bom Jardim is just up here on the map, Silva Jardim they don't know. When I try to put us on the booking.com, always they put us in Bacaxá NOO SILVA JARDIM, no it does not exist in our reference, nooo, give me our coordinates again, I had already in google my localization, they know where I am. They know, in uh 3 weeks ago, we saw with Dominick and we are in Bacaxá, I said Dominick please send a letter to them, that we are not, I prefer to be near to Búzios, Cabo Frio, one please that somebody else knows, because Silva Jardim, Bacaxá no one else knows. So the uh uh we are only 90 km from Rio de Janeiro, we have good roads from Rio, I have no registration, but in my opinion that is not the problem. The problem is people don't know Silva Jardim, if people ask where I live and I say I live in Silva Jardim, if someone knows they say ohh its in the way to Macaé, they use to pass through. Nobody is coming here, no one knows we are here. But there is another problem, as we are not well known, and near to the big city, that is not a good reference. As a near big city, Rio Bonito, Rio Bonito is not a good reference, it's a reference of violence, Itaboraí (1.05??) I am a little bit longer, so I am real, violence is not our problem, we have some drugs, some people stealing but its not a big problem. So why they don't come is because they don't know, the road are the more important. Now they have Uber, and coming here! And once we have one mother and a son and they are coming here and I ask them how much and they say only 120. And I say how do you do that, for only 120? (1.06.01) you are going to be back how do

you do that, I am going to Rio Bonito, its only 20 km, I can go with someone from there so more these things are going to happen. Once one WorkAway used the Blabla car, we bring her on the main road and one Blabla car comes, she make the connection and pay 10 or 15 reais. Blabla car is also here, so this new tools for this kind of transport are every time easier, so this are also the way to come. Yesterday Ana was in Rio de Janeiro, she can come by normal bus to Rio Bonito and I can go there and pick her up. I prefer that one, because they have one every half an hour and they are only 12 Reais, but they have the big bus, tourist bus, they come direct here to the road, it costs 40 Reais also not expensive. Why I prefer the other one, its because that one takes me far from the town centre and there is no underground, there is another bus that makes a transfer, so I have to pay more to take another bus, so I prefer the normal one. But Ana no, she prefers the other one, because it is more comfortable, I say yes but I sleep anyway. So I don't think the roads are the most important challenge.

Interviewer: yeah uhh, so you told something already before about other uhh partners or people in the area. Can you tell me something about the culture here, what is common or what is not?

Interviewee: with my uhh my neighbors, I already told you, we think we have to have them with us. We have to find, as I am push for me this problem, I have to find for them this solution. I feel they are going to follow me, but I don't have good answers. I am already finding my way, I have more than them already, but I need to find my way also. But I am working every day here, and they don't but they feel tourism is important. This is the property, the social influence, these are more important because I try everything to involve others. How can I help them, I did not give you one answer, I put a problem. It is very, uhh, Nivea, has one son who was a very good football player, but when he went from the Juniors to the professionals he had a problem with the knee. He was playing for one uhh football team, very famous of uhh Frankfurt, but he could never play again on professional level. But he is still in the club and he is the technician of the youngest for more than 20 years, he is part of this club. And when she came here to visit us, I bring her to the club when she saw the young ones, she asked what do you want, how can I help you? The leader said we need t-shirts, we do not have t-shirts. And she brings shirts and after that shoes, and we did one program there in her restaurant, saying we have one club in Imbaú, Silva Jardim and she put one box and the people began to put stuff in there and she had 3 boxes. And she said sending that is going to be very expensive, there are a lot of things, all the uhh what should I do, throw away the bad things is not good, I am going to send by ship. That was a part of that, when you come, I asked them to bring some, as books for the school. This are the things that I think is possible, but I don't know, if it's important. I don't like to see like church acts, if they are poor everywhere in their life, I have my majesty, that is not profit for me. I would like to see not always needing anything. I want to see them as a Flamengo, as a PS, PSV, in Holland PSV o no?

Interviewer: yes, PSV

Interviewee: yes, that is what I want, so that is why I help them. For the social, it is difficult to. I think I can give the opportunity and we have one expression in Portuguese eu atiro no

visível, para acertar o invisível (?? 1.14.01) uhh we can shut this thing I saw, but I can (...) be right in the things that I don't see, something like that. Yeah. I have to believe in that.

Interviewer: it is a nice way of thinking, uhh

Interviewee: yes I don't need to have an answer for them, I don't know if I answered your question. It is only to provide opportunities for people there, are the right time. To give people opportunities.

Interviewer: let's see, so uhh, can you tell me a bit about the climate, uh in Silva Jardim as it is a bit different than the cities. It is not necessarily colder, but less dense like Rio with the high buildings. What is your perspective? Is that a positive thing or ...

Interviewee: we have the summer, this summer is really too hot, its more than hot. Rio is also hot, but it is different they have influence of the sea. Uhh (...) but when you go to Amazon, its worse than here, high humidity. Once we did one walking in a forest, all shadows, big trees and was soo hot, sweaty, soo hot. So in the amazon its worse, you understand but going there is to see that. Once I went to England to the garden, they have one building to try to do a climate from Amazon and all the people go to see that and quickly come out saying too hot, too hot. So I cannot say the weather is one limit, if I am working well with this from now to September is the most agradable weather, it's very good, it's not so hot, not so cold. 19, is very pleasant, good nights, son beautiful, lot of stars, cause you have no pollution, no lights

Interviewer: yes, you can just go stargazing

Interviewee: yeah, that is it. So I think the weather should work for us and not against us. But we did the walking in august and the weather is good, we never do the walking in January but it's not impossible. But it's really hot

Interviewer: but then at the end you have the waterfall and you can cool down, its one way of looking at it. (laughs)

Interviewee: no, you can do and have things I am not against it, but the waterfall have the value. Like you did going in the river with the horses, wonderful! I told this to Ana her brother who really likes horses (1.18.47), he said, riding in the river? I never did that! And he is a horse man, I would like to do that, make the arrangement with Leonardo! I never did this, but yeah I think this is possible. Do you have an opportunity like to in Holland to ride a horse in a river? Cause here it is (laughs)

Interviewer: in a river not necessarily, but sometimes in a lake, but only if it is next to uh..

Interviewee; yeah the farm, yeah its different.

Interviewer: okay let's see, if people come here, what is the thing they usually want to see or want to do?

Interviewee: different, uhmmm, I may stay that uhh the farm life (..) they are most in, but it's different, its different. I don't have one research to say exact for you, the thing we put on the internet is not the forest, is not the uhh, waterfall, not the horse or the trees, it's the life in.. country life, our country life, they come because they read or see something about country life. We say we are one family that have pleasure in receiving you, having you at our home. Ana said, that is right, before we always, Ana phoned the.. because Anna wants to explain we are a farm, we are not a hotel Fazenda. Because sometimes in a Fazenda in Brazil there are 1000 people, big party, big happies, lot of games and no here it's not like that. Here we only have 4 rooms, carnival here is for the people who don't like carnival, its really quiet. We go to sleep at 10, no one is sleeping midnight or something, t is very difficult. You can do that, there is one TV, but no one does that. I feel that the people feel that they come to see this, how is life at the farm. Here they discover the small animals, the orchids, the nursery, the uhh organic productions, but they are discovering that, that is not the subject why they come. When I did one project, like Café com Orquidias, like coffee with orchids, we said that is one afternoon. They come only for that, we began to do that, trying to have people on the weekends. But now we did that to sell orchids, not for the tourism. But the tourism is not the orchids and the people ask where do you sell the orchids? Here, once a month and in the market in Imbaú, in Imbaú there is no, orchids is 40 REAIS, its expensive, but I sell here, from my home. I never send flowers to Rio de Janeiro, just here, yeah.

Interviewer: and uhmm, what do you appreciate most about the surroundings here? You have a lot of flora and fauna. What do you appreciate or like most?

Interviewee: yeah, uhm difficult to say I love a lot of things. I like the country life, I appreciate the things that people normally don't appreciate, it is not only one, for me it's not only one thing. I like the consults, all this, depends.. how do you say this?

Interviewer: everything together?

Interviewee: yess, the block. Its difficult to say which I prefer more, I love the animals, I like to have chickens, goose, ducks. But I love wild animals! There is one tattoo (?1.24.32) they are eat all my, uhh, manjok, all my cassava. All the people works say you have to, I say NOO you have to plant, I don't want to kill him. I am not going to eat this manjok, he is going to eat it. So I like wildlife, when we first came here, there was a bird, red and black bird his name is tiê-sangue(1.25.16) my football is Flamengo, its black and red, I love this and we had a lot of ???, but now we don't have many because the Golden Lion eats the eggs of the. ... I say omg how is it possible, I am thinking of my cassava, if I have more birds, more eggs, creating a equal.. equalibir...

Interviewer: equality

Interviewee: yes, something is not right the people say and pass the time, now we have a lot of.. we have a lot tiê-sangue and everybody is like omg, everyone can see it is normal to see but its not easy to see. And why its not happening, the Golden Lion is still there and just because I began to plant trees in river, around the river, we called MattaCeliar, it is in English Celiar, because it protects your eyes and the mattaceliar protects the water, source of water and the people this kind of people, forest, as we didn't have this, we go and are

aware... now I put the forest and they began to come. So all these things are very good I am so happy with this. I saw one, with soo, uhh, difficult, like uhh Golden Lion tamarin, is the tamondua (?) is an ambigiby, they eat ants, they have a big knows, normally they are big, but here they are small. I saw only 2, one died here and the last weekend one died on the road. Just where you saw the golden lion tamarin, the same uhh same area. Soo, (...) even died, I feel happy that they exist, I cannot see, but they are still around here. So when you ask what I prefer, because I like these things, he has a lot of history, I like to hear the history, some are not fair, but its history. So he is part of this, but its difficult, everything, we can show you the trees that I have plant there going, that I feel good, I know the history of these trees. This one on the road is Pau-ferro (?) they came from Grajaú it was the father of Ana's mother who plant the first Pau-ferro there. He grows, brings seeds, we have here and that is different, it is not only for Pau-ferro. It this and the seeds and that is different. We travel, we have one tree in the orchids that we brought the seeds from a friend of us, when I brought the seeds he said Silva Jardim is so hot, it is never going to grow. And I put them in, and they germinate, I sent a photo, like a photo. Noo, its growing, but its not going to survive and now its 400m he said it is impossible, that is not my tree (laughs). So I like this, what I like most, I like everything. The lake, our lake, when I have students, there are coconuts floating and it looks like crocodile and I say to the kids it a crocodile lake. One day the crocodiles actually come (laughs) Ana said, you said too much now they come. All this part has one history, that is why all is important. I am trying to think of one thing, but there is not. It is good for me, to be here. I don't know if the product of history is good for tourism, I am a personage, Ana is a personage, she is a good personage, she talks more than I. (...) more, disponsion, more (...) energy. I don't talk to much .. with the childrens its very interesting, when the group is big group, it is not possible with one person and we split In 2 groups. And we change I always finish before her and she is upset, but you didn't say this... I say everything (laughs), but sometimes I am going to, that is my way to say if they ae playing and not paying attention, I never say pss, pay attention. I try to talk more, or more love, or make a joke, I never do that to get attention. Ana, stops and says if you do not stop I am not going to say anything else, I never say that, sometimes I say and I talk alone but yes they are losing the opportunity to listen. But they enjoy a lot yeah

Interviewer: yeah, and I am sure they listen.

Interviewee: yeah, and my my, they don't have the opportunity to be free, so if they have the opportunity to be free, if I am talking they cannot be free. So I am just uhh pretending, for them to be free. Watch them play, its much better for them after the teacher goes to the class room what he said about that, big opportunity for them to be cool, nice chaos (laughs).

Interviewer: but if the tourists ask you

Interviewee: its very good, when they ask can I go there, but there is a spider and they come back, chaos (laughs) but if you want to and they don't go, they want to go and I said you can go but there is a spider there

Interviewer: but if tourists ask you what you would like them to see, what would you say? In one sentence?

Interviewee: in one sentence? Pass (laughs)

Interviewer: two sentences then (laughs)

Interviewee: no joke (...) uh the forest, the environment, our environment is not one thing is it? Its answer right?

Interviewer: its answer yes, it's a combination of many things

Interviewee: noo, maybe the farm, if I bring the idea, of all the peoples come, not only the adults but also the children. They prefer the downstairs, they love the animals, the rabbits, the chickens, they love this. Tomorrow you are going to see, they are coming here happy, but when they get to the rabbits and can catch, if I have to answer one it's the rabbit. Because the childrens is in volume, the number of people visiting us is bigger. So it's difficult but in one word it's the rabbits. The small animals we have in the farm, they don't have the opportunity to have this at home. The chickens, they run after them, but the rabbits are soft and they can cuddle with them. That makes them more happy, in one sentence it's the rabbits.

Interviewer: okay! Do you have anything else you want to say? Or do you think it was enough? (laughs)

Interviewee: No, I always have things to say. (laughs) and the important thing that I have to say to you is (...) we feel that we are doing too much, and I feel that you are feeling steps. And one day is going to happen, it's not exactly when I think it will it's going to appear like magic. So (...) for that, we don't want to do nothing different than we are doing and sometimes we have people coming you have to put one elephant here, or why don't you put one banana for the golden lion, I say no I don't want to put banana for the golden lion. So, this (...) I want to be a success because opportunities there are a lot, things I would like to do better in the things I am doing.

Interviewer: so keeping the integrity?

Interviewee: yess, we maybe have to have more time to the internet, to write texts, I am used to write but I have to have aspirations. If I get tired at 10 PM, its difficult. But I don't like to do that, I am fighting it. I prefer to see, if I can choose I go to the orchids and tomorrow I am not here. One lady is going to help, but if I am not here what is she going to do. Ana does not have time she will be with the kids. So this (..) uhh this is no priority. It should be, we should change that, but ...

Interviewer: but you don't have to do everything on your own

Interviewee: yes, but even if someone helps me. Like Dominick or Paulinho, he is not me, he is not Ana. He is helping me, he is not the answer, he is only to help me. If he is doing very well and the people come here and he sees it is not me. So when the people talk, he should not be any connections, otherwise its going be fake. I like fake news, lot of people, lot of songs. That is why I say to Ana you have to read and write, you can translate, but Ana

is going to have to lose this ... you understand what I mean? I am not saying you can't, of course you can. But if I say we are a farm, we should be. With one hotel in (..) Canadian lodge, very nice, but too much decoration of the access. And one lady is at the reception, check-in, very nice. The owner loved Canada that is why he put all of this here and you ask where is he owner and she said, he is travelling. I said what? He is travelling, if you put on channel 4, you are going to see where they are now, maybe England, maybe Holland. He was in England on the birthday of the 50th birthday of queen mother, now I arrive in Victoria street and post a selfie and after that went to another place they went to Bobbi's to eat sundae. But I don't want this, not this success someone working for him when he is travelling. Noo, all of these other things, I used to say to my friends cause they are working a lot to do what I am doing now. I am already doing this, so I am more lucky than you cause I am already doing this (laughs). You are working to be at my farm and I am already here, I don't need his money. So that is it, the thing I would like to say is that I would like to do the things that I am doing, but better. I know I should do it better and can do it better. I don't want to do new things, is it possible? Yes, but that is not what I want to do, I want to do it better. So that is for you (laughs).

Interviewer: okay thank you very much!

Chapter 2: Interview 2

Interviewer: Can you introduce yourself a little bit and how you came to the farm?

Interviewee: my name is ... I am [REDACTED], I am the last daughter of my family, we are six and I used to come here all my life. First of all, this farm is only for the weekends and the dream of my father. To get all of us together, and I grow with this situation and uhh we have a big family, we always have many people here, I think its because my mum and father used to like it. I never thought it would be come like it is today and then 13 years ago I came to live here, I move to the farm. I am uhh working with uhh eco-tourism in focus on the Brazil and uhh you start to think how you uhh how to do and what you will, what we want to do here to improve our conditions here and our job and then we start to work again with the pedagogic farm, for kids. And uhh start to receive people here for the parties, or for meetings or things like that. But first we don't used to receive eco-tourism, families for the weekend and then that is what we started here again, without my father. Thinking about the future, the future of Silva Jardim, because we have many opportunities, many opportunities here. But we never are alone, but how to construct this, we have to make bridges for this and I think we are trying in a different way. And 3 years ago, 3 years ago we start again, in a new direction, but 3 years ago we don't know these things will not know that these things would be called Moviment Sustentavel.

Interviewer: and if you don't have any obligations what would you like to in your time off? Do you like to go see a movie in a theatre or like to go to the city?

Interviewee: I don't understand the question

Interviewer: what do you like to do in your free time?

Interviewee: ohh, okay. I don't know, I don't know how to separate what is my free time and what is not, but I am not here in a prison and I have my, we have uhh many situations that we go to Rio de Janeiro and sometimes we go to this formal form of leisure. That is what we used to do when we live in the city, we used to trip a lot and uhh some days, once a year we used to go out, to know other things. Not only to be on the beach anymore, I think those days have passed. But its not a problem because the life is changing. It is very difficult for me to say, because uhh I have a question about this last week, I think my life is all, my life is all, in the same box. I can't say now I have time to be free and I have to, if I am with Ayrton, he don't know how to stop and if I do, I am looking all the time to do something. But I don't know if it's a problem, I really don't know, if I uhh need time to have this kind of leisure in a purity. Its not what I want, many people ask me how I can have this, without nobody, without traffic, without light. When I want this I go there, I am very Rio de Janeiro, and its my city. I've lived all my life in Rio de Janeiro, I know all the things there, I think so, its not a problem.

Interviewer: if you think about the farm and the location of the farm, what do you like uhh or don't you like?

Interviewee: the location?

Interviewer: yes, the location in Silva Jardim

Interviewee: okay, okay, for a long time uhh I think for the most part of my life, I used to come here to Silva Jardim and I never say the name of the city. Because I am not coming to Silva Jardim, I am coming to the farm. And then uhhh, I think this is my (...) learning, uhhh because we have this with my family and have only relation with commerce of people that live here or people we do business uhh. But normally we are used to receive people here, and then people like to come here, and then uhhh but I think this is my challenge. Uhhh because for a long time I don't like Silva Jardim, because they don't have school, don't have education. Uhh the people are, uhh we think the people are (...) difficult to introduce new things and they have different culture for relation and uhh here we have people that are afraid or don't have how to do new vision about this. I think we need time to change things for the new generation, and we can't say this oh you have to do this because you have to open your mind. Because, can understand?

Interviewer: hmhmm

Interviewee: okay! And I think this is many things, uhh this is my uhh gift, I have this and its not a problem, it's a gift. (.....) I don't know (...)

Interviewer: and what are the best parts then?

Interviewee: *gets emotional* okay, but I think this really is what brings me to here, because if I am here if I have many choices out of here, why am I here? Its not only because I came with Ayrton, but sometimes the questions come again and then uhhh, I think this is what I can do something more than only my job. If I am working another thing, what do I really want to do? I used to come here and say it's not good, because I have not developed

what I liked. Okay, its real and what is (...) what will be done, or what can be done for the future? Because when I came here, my sons don't want to come here and I can understand this, but I don't know the future will be the same. Because like me I never imagined I would come here, but really I am not doing something thinking that my son, one or the other or anybody wants to come here, to do what I am doing. I know the future is gonna be different, but I am doing what I think is good, sometimes I am doing because someone says its good and I am too and sometimes I don't know what, what uhh what is really uhhh I don't know the answer. But I am doing, sometimes you imagine something but the answer is completely different, but not because its different its bad. But I am living here now, so sometimes I want a table there, I can put here but I want it there, because after I can put there. And then because in the past I oh my god, this is not what I imagined. Okay, and what I think this is good, is because we have many things to do every day. I have dreams, I have to solve problems, I can help people, I can do something for the children, something for the future, something I believe in or for my sons, even if they are not here, because I am doing it like this (...) something like this (...) for the city. For people that I don't know

Interviewer: if you think about the visitors that come here, what would you like them to see or experience?

Interviewee: now what I am seeing is that when I have people here and they really came here, even if the things are not so 5 stars. Uhhh they like because this is our life and this is real, but they like uhhh yes and for the schools sometimes it's the same, because we have the nature, the air fresh, we have uhh simple things, but many things. And we have different experience, uhh we have the golden lion tamarin, even if you don't see, they are here and if you want to see, you can do things in a different way and uhh (...) but the challenge is, because its very difficult to put this in a pot. And how can I put this on the internet, I know that we have many people, many people that have, that don't want to see this because they want 5 stars or they want an elephant. I have, I know there are people that want this and are looking for this, but I have to find these people, because they are not too much for me. I don't need a 100 people everyday, I need 20 people every day or 20 people every weekend. The variation is 20 people or 1000 people every year, if I have this every year I can improve many things and improve myself, I can improve things I can do for other, for the community. Now I have limitations, I know if we have more things happening you have power to do things for other people without money. But I need this function, because I have to have people working, I have to have money. That is why in this time, we are looking for, uh challenges how we can improve and to find this kind of people, people that want this tings and think that its not a problem that we sometimes don't have light and sometimes don't have Wi-Fi and sometimes don't want nothing and only doing this, be in the nature, without noise of course, tis better. But we need to maintain it, takes 2 days to get it done, so today is noisy, but I think it is something that has to be done. In this way.

Interviewer: so you wanna contribute, uhmm, by offering activites, for a place for visitors for the community right? For Silva Jardim or Imbau. Am I getting that correctly? So you want to help the less fortunate? People who don't have money?

Interviewee: yes, something like that. But not, uhh we are working in this direction with Lucila, because when you come here with the university, you pay to come here because this

is very important to us. Imagine, if I have only 1 university, 11 or 12 university every month, we have only 12 universities a month, no a year. If we can do this, because we don't want to go to the community because I am paying for you. No, I will invite people to stay here, because I think if they are here, like Dominick, they can talk to you. I am not doing something very special, but I am doing something. Maybe for them, they can see the importance, maybe now they can see that I am speaking English with someone from Europe. Maybe for them its special, but I cannot do this for all the time, if I don't have things happening, I don't invite people to stay with me because I am here. Butt uhh when I discover someone like Paula can speak English, can sing, she is a very nice girl, I don't know never. I know we have more people, ohh uhh but what you think you can help her? Because you think she is better than other people? Nooo, but I know we are doing things in a modern way, we are saying things that people are in uhh very different cha.. uhh develop, are saying than everybody. Why can't I say this, they can say this for everywhere, doing whatever they want. But if they learn something different, in my city we have this and this is power and I think its something like this. The challenges are changing, or to find people or uhhhh uhhh for Lucila, we are trying to apply for uhhh money for international organisations that really give money to do this. I am doing my work to do whatever I believe, not because we can prevent war or people saying it. Even simple things, like we can put the plack on the tree, (laughs). Yes, many things, but not only for Silva Jardim, because Silva Jardim has to see, people from Silva Jardim have to see that they are important like anybody. Now I am doing this because people from Silva Jardim have to know they are important, no it's not like this, it's because people from Silva Jardim have the uhh uhh, the uhh direito (21.07) the law? Rights! They have the rights, if you can do, I can do to. Its for everybody, it's for them. But now, it's not for everybody, now we have a big problem this week, I told you I think about the transport, this is very serious. But how the people don't do nothing, but they don't know how to do. Maybe even me, I don't know, never have this problem. How do I solve this without politicians, I don't know, maybe it's not possible. Maybe we have people that don't do nothing, but say they are doing this, or we have corruption. I am doing, but they are doing nothing. Oh no, but we are doing this and that, but really they are doing nothing. Do you understand this? It's impossible, but sometimes we don't use, but when I was young, not young but younger than now. We think that say we solve something and we need time to see this. But its function because I am here, its 2 hands, because sometimes ahh this is not function in the past but now I have experience this is good or this not, or wrong, but its good in a wrong time and try again. Things like that.

Interviewer: but visitors can help with that too right?

Interviewee: yes

Interviewer: if they come here, how do you think visitors can help with the challenges or the local, uhh, communities.

Interviewee: (...)

Interviewer: or even experience the culture

Interviewee; yes I think for example, I have the workaways. But this is limited, because its only inside the farm. But we have Paulinho, we go to the city, they talk, people can see they are here. Like you say the text and the photo, because they see the people and they are really here and again and again, maybe I can, I can't its something that is right. But why do we have Holland and Germany and France and Denmark and very good countries sending people here and I don't know what I have here. Or (...) what they are seeing, that I am not seeing in this space, I think it's good, we feel this can change, because we are not in Rio de Janeiro. If you are in Rio de Janeiro, you came to Brazil, because you like Brazil, but if you come here, to Silva Jardim. Why are you coming here? We don't have many things here, only golden lion tamarin. Maybe it's the golden lion tamarin, but maybe not, many people are coming here and never see this. Or if see, they learn because I tell them, they don't know this. I think this is something very very important in this space, in Silva Jardim and with us in the future, I think we can teach English. Its simple things for you, but not here, maybe its simple things for people that have money or in the family everyone speaks English. But no, sometimes only one person in the family speaking in English, now this is my best son. Yeah, everybody have to be good, to improve things. Because not only one, everybody, but need to have money because this is something very different in Brazil. Sometimes people, can't have the mention that, if everybody is in a good way, its good for everybody. Or I have, they can't. or they can't have education because they go away. And its uhh

Interviewer: yeah, the results aren't the same

Interviewee: yes, and it results in politicians, they don't know how to vote, they sell their votes. And they don't have education, its not impossible to save, but I have to believe in this person that he can change his mind and I think its real. We can uh.. you are changing little things, but special things.

Interviewer: like we did I last November, for instance, listening to the orchestra and afterwards had pizza with people from the town. Do you think that would be interesting to see for people here as well? If they come here to see, what it looks like wth people coming here.

Interviewee: yes, its interesting, but I don't know if I want to do this in here. I don't want to do this uhhh only when we have a party, I can do that, we can invite people. I don't want to do that every weekend, always open, I don't want to be a restaurant. This is very clear for me and I don't want to do pizza for obligation only if I want to do. If its for a party or for a weekend, I don't want to do for an obligation, only people I can control. I don't want to sell pizza. Ohhh, I can do like that one, like we used to do uhh like Café com Orquídea. Uhh now we are thinking something with beer, because I discover that it have a, now beer is in fashion artisanal. Now we discover we have a person that is doing uhh, Salve Silva, and I invite here, because she came for the coffee and I oh we can do with the beer or uhhm beer and orchids don't connect. But with pizza is connected, we are thinking to do something like this in the next month, maybe we can do when you are here and uhh we can do it together. I will invite her, because we say this last month but I didn't do nothing and I invite her for the innovation games, but she cannot come. I don't know why. But she make his uh her inscription, its like this I want to do, with music, but not uhh like an open house.

Interviewer: noo, but more like uh a way to connect people if they want to.

Interviewee: but I think we can do more, than we are doing. Maybe we can do a calendar or uhh we can ohh sorry, something like that, maybe. But always what I am thinking, because in the past I try to, we used to, many people say and Ayrton say and we used to uhhh (...) make parties, big parties. Like, Portuguese party, we have food for Portugal because Ayrtons family is from Portugal or we have uhh north, feste de Pará, Pará do you know? Para is a state from amazon, its typical for my family to know how to do, because my father, family of my father is from the north. But normally, and I always don't know how to do, because I don't have money and its expensive and I don't have too much space for people. For people to come here and go drinking and go away is not easy, because we are not in a city, because we don't have anything and people for Silva Jardim don't know what it is. So normally it is for the tourist and then it's difficult, how can we connect this? I do this 5 times and then I give up for this kind, like this, I prefer small things I can do more things, like Café com Orquídea, then I can have 15 or 20 or 50, its possible, but if I don't have 50 its not a problem because I have the orchids, it's my own, I can sell the orchids on that day. Maybe one day I can do this like pizza and beer, but not because I want to sell pizza, its only because I can use this to advertise that I exist. And uhh something that I think is normal in brazil, normally in brazil when you say party, people think it's has to be for 100 people and when you have only 30 that is not okay. Something like that, that is why I don't like too much.

Interviewer: but if you want to uhhh (33.03) like if you want to attract (...)

gets interrupted

Interviewer: uhm what do you think that attracts local people here, if there is food or music? That might also attract tourists, like if you advertise it like the orchids that people come to see that or something like this?

Interviewee: what do you mean when you say local people?

Interviewer: people who are not tourists (laughs)

Interviewee: okay, orchids is something very special. (...) hmmm, pizza here is something special for them, because they don't have these things in a space like this. It's not because only the pizza is good or not, I think it's everything together. We don't have a (...) a common space, it's not common, you have in Brazil like us, me and Ayrton, people that have many opportunities in the city and we decide to come here. And we are working here, we are talking to people, doing the dishes, taking care of the house, we are having a swe, they don't have this. When they are here they can see it is real. Do you understand? It's not only because, we, I used to say me and Ayrton are part of this attraction. Of course, when we are not here you have a big space, but it's not pizza. Because if we are not here, it's only pizza and pizza you can have anymore, it's very easy. I think the condition of the air uhh the connection the people can have is something they can have here. It's like oh I go there cause there are many interesting people, international people, people who work all over the world or know many things. We can talk for everything, I can try this and eat pizza, but not only this. I don't know how I can do this for people like local people. And maybe this is the uhhh this is something they can say this is not for them. Maybe I invite people for a long

time and they never come. Because they don't know what is this or they don't know how to speak English. So sometimes you have to see

Interviewer: so do you think you created a little bit of an open space, where everybody feels welcome to interact with each other?

Interviewee: I feel?

Interviewer: yeah, or you can do? Or already established this?

Interviewee: I think so, yes. I think so yes. I am feeling this and am thinking that people are feeling tis. Many people are telling me this, they feel well, they feel at home, they feel hosted, hosted?

Interviewer: hmhmm

Interviewee: they feel well and they don't know why.

Interviewer: so you created a little bit of a safe haven for them. Do you know what I mean?

Interviewee: no

Interviewer: that you created a spot where they can go to and be themselves and don't have to do anything else.

Interviewee: yes, I do, but I don't know why and how. Because I used to do this and I never (...) sometimes I never, but I know that I can't do. I am, I am, I am who I am. If you don't like, that is okay. Sometimes uhh 4 years we receive the (...) Indiana jones, Harrison 4 and then he guy that will make the organization for this organization rings me every week and every time and I don't know that the person I will receive is him. And then ohh it's a very important person, he is like this oh he is like that lalalala. And then I said, what do you want me to do? If I can do, I will do, but what do you need? Oh because its vegan, its vegetarian, it's this, it's that, his son don't eat nothing, only this and that oh you can put fruits? Yes I can do. Everything he is demanding I will try to do, because I really can do. One day I tell him, I never have problem with anyone, I don't know who is, but I can say to you if he is the king of England I will do the same. Because not because I cannot do, but he comes to see what I am, not because I have problems, or you can see that he is a very important person. I am doing my best, I am doing what I know for everybody, I will do the same. Is that okay for you? And it was, it was Harrison ford and that this is real and of course we improve many things, we can do this, we can do that, we can do many things, I uhh don't know how to do in a different way, its simple. It's not because I don't know how to do, because I know how to do, because I learn all my life. My mum used to do in another way, but she did this all his life, her life and then uh I think I used to do this because I know. It's not because someone teach me something and then I learn, no, I think it's because it is growing and with Ayrton its coming and maybe it's because people are saying for me all my life. Because we have uhh, we move the kind of, because first of all is my father and my mum that are used to do.

And uh, I don't think it's the same, we are moving with the time. We are changing things, our lives and for everybody, in the past we have many people from my family and they can many things because the house is from them, but not anymore. But after that we arrive and they now know, that this space is very familiar, because they have time for all their lives but now is in a different way. It's only this, sometimes I have a different feeling, I don't have a book that says what I have to do. Ohh my god (laughs)

Interviewer: okay, you have a lot of diversity in flora and fauna here, what do you like most?

Interviewee: in the flora and fauna?

Interviewer: hmhm

Interviewee: ohh, one or the other?

Interviewer: or both, or I don't know, you like to go somewhere

Interviewee: I think its very good what we have its because you have diversity, its everything together. If you want to go to the forest, okay. If you don't, okay, if you want to, uhh hide, no to look for animals, now birds now, it's a new thing for me we are receiving a guy that knows a lot about birds and knows about animals too. And he is preparing, I think for his, uhh clients, of birds, they are coming here to see the Golden Lion Tamarin, they are seeing the Golden Lion Tamarin but they are staying here. And here they are teaching us how to prepare to see the birds, because if they have this, they have more time here. Because if they come here only to see the golden lion tamarin they go away, but If I have birds maybe they can stay and then he can sell this for many people. Its uhh it's a new thing, in the future we will have more uhh we will improve this situation. I can uhh, we can uhh, like I am doing now with the uhh, trees, probably in the future I will learn how to do with the birds oh I can say the name of the birds. It's not so easy, but today I can't. but I don't want to go to school to study this, I will do with my time and then if it happens okay, if not for the future. Maybe it's a problem I my life because I am doing things in my time. In the past I used to be very agitated and I used to be anxious with people, with things that don't happen in the time I imagine. But I think it's good, I like it. I'm not a specialist, if you came here I cannot say something very deep for the uhh golden lion tamarin. The golden lion tamarin is not a great example, because I know many things, but ...

Interviewer: for the birds

Interviewee: yes for example, and then this is something I can improve. I don't need to know everything, but this is the challenge, because uhh its very diverse and it's not soo big, I'm not amazon, but I have a river, I have forest, I have nursery, I have organic, I have kids, I have space to have time. I have party, but I don't know what is this. How can you put this in a uhh, for you for example you like birds, you don't need to know that I have orchids. But I receive last week a person that is specialist in orchids, that knows a lot and knows a lot about birds. We have a connection, its good, okay.

Interviewer: uhmm and when you receive guests, what do you think is most important for them. Like Ayrton said yesterday or the day before that he really wants people to feel at home, so he wants them to feel at home but also respect the rules of the home. What is your opinion about that?

Interviewee: I don't know, I don't know much, because for example (..) we don't have money to change everything, the idea, the the uhh maybe the situation in the future that will be in a better way for airbnb or an example like this, that you can come here to stay alone, but stay alone to do what? To walk around? To see the birds? Only for this? Not exchange with us, then I have doubts about this, because if you are coming maybe its good t have these kind of situation that everything is together. because if I have a big room and everything is in here, and you can cook, then what is this? Because you are not here, not talking with another people, maybe you want silent and you have a party.

Interviewer: yes, there are always different factors.

Interviewee: how can I say be quiet because I have guest that came here to listen to the nature.

Interviewer: yes, you have to find a balance

Interviewee: yes and like this, when they are here, he can see that we are together, if they don't like maybe, but its difficult to arrange this situation, what I am, what I am, I think it will be good, is this thing, these things together. Its something we can sell together, its something because it is together. I can't say you will stay alone, because the machine I have to clean this. And uhh, I don't want to construct things for years ahead, who is coming, I don't want people to stay alone, when they come it, if they come alone, it doesn't matter for me and then I don't believe this is good for anybody only for money. Now maybe I have, I can construct this of the house and rent this for a year, I don't believe this. Maybe if this was on the beach, oh good, but I am not on the beach. I think uhh that something Ayrton used to say, I want to do this, better than I am doing, but this. Don't want to change this.

Interviewer: so improving

Interviewee: yes, but I only want to do this. Improve the situation, improve to say to people that I exist, improving who will say this, me or not, if we can do this in a normal way, systematize this for anybody, improving myself, if I have to do this for long maybe it's easier for me in the future, I have to do this, but not for long. I can uhh maybe in the future, but now for having one person or two person to pay this person to stay here for long time is impossible for me now. And uhmm because we don't have work for this people every day, for a long time then how can we connect these situation for everybody, and for me to. Maybe I can do more for this situation, but not for a long time and then, (..) I am uhh I have a headache.

Interviewer: okay, last question then. Ayrton told me he found the pedagogic part for the kids was the most important part. Do you think that too or do you think something else?

Interviewee: (...) I don't know, we think that, what we feel is because like yesterday, can you see? They go away, we have a very big challenge, big work in a few hours but in the end of the day we are alone, everything is ready, the work is done, okay maybe if I have today but uhmm for the tourism we have small space even if I have all the house, maybe there will be (...) 4, 5, maybe 15 rooms full. 15 room if I have 2 persons per room, that is 30 and that is very difficult. If you have a bus, we can put everybody together, uhmm you don't have big rooms with bathroom in everywhere, not yet. Uhhh and uhh we think that for this kind of group, that only came for, age people for example, they have stairs, they have uhh it's not so easy. And a school, it's a very big market, they can come here maybe 8 months of the year, and for the other part, for weekends maybe we can uhh have two big markets. The school, and the school is maybe not only children, maybe like university and uhh the tourism for groups and for the all year and for the advertising we can do the small parties like café com Orquídea or pizza. But only for it to become alive and we have to invest in these things. Or for the schools and these things, uhh, (..) when I imagine the pass for the school, I imagine I am the sun, I imagine this (laughs), I am the sun and will bring light for everyone here. If I have the uhh, the school coming, I can put light in other things, for the orchids, the nursery, tourism, for the golden lion tamarin, because I have many people here, I have the children and I have, I can uhh work with the teacher, I can tell in a different way, maybe they can know, I have the bird watching and I think this, if we have light here this is, can multiply for the other sides, that is why I think it's the more important. Because its bigger than the other, it's possible but bigger than the other and then I can improve things without thinking in these situations. People to stay here and eating and sleeping and doing all these things, its good. But I have a limit, limitations for this and not only because it's the size of the things, because I need the water, I need the construction we can see. Well, that is why I think this is important, I don't know today. I don't know if I have the knowledge to bring schools from another country, but staying uhh

Interviewer: staying a connecting factor

Interviewee: yes, if I can do something in a different or there we have special things, there you can see that sustainable is possible, there they change the nature, they have the golden lion tamarin, I don't know the goal. The exact goal now, maybe in we can uhh we can feel this. But I think this is the, is the uhh for you for example, maybe it's not children, maybe its biological people that study in every university biological. I can receive people and I know they are coming and we can exchange things. And I know the golden lion tamarin is very special, but we have many things that are very special. Maybe we have things that are interested in biological tropical countries, I don't know, I can bring teacher for this, or specialize in something. I don't know, we can't say for everyone. Maybe this is possible, ohh this uhh people from there.

Interviewer: yes, that is usually a problem people already living here don't see the potential

Interviewee: yes, because they don't know if they can feel exclusion. Now it's like this, I don't have nothing only nature, what does it means for them?

Interviewer: yes, they are used to it

Interviewee: ohh but maybe yeah, you are saying that because you are from Holland and don't have this kind of problem. And you don't have what we have and we don't have what you have, but you have another thing. And this is true

Interviewer: yeahh

Interviewee: what I think is important what Lucila used to say is, she used to say a lot for us. Now the goal for the world, the goal for the future of the world. We need forests, its real, but if you say for people that live here that water is a problem, they don't believe you, because they have this all their lives. Sometimes they don't have water, but it's not a problem because they think rain is coming, but this is not coming forever. And maybe it's true for them, if you talk to someone that have 70 or 50, what will really change for them. They don't believe they are, they can really change something. That is why we can work here a lot, more than we used to do. To find what is the best or talk how can we find this people. Or uhh I have to go to the schools again and select and say okay this month I work like this and I will improve. But if I have a project that we can do this together, because if I do by myself again and I do something wrong I will say to myself ohh I don't have time anymore to do this anymore again. Yes I have time, but I am not age, I will for the next 5 years, I cann uhh, do you understand. That is why maybe, I don't know, maybe it is real. I don't' know, I don't have this answer. Why we start to reconnection people and now we are saying it's the movement. I didn't do this, thinking about this, but now I am thinking that is why I did this in the past and I don't know why I'm doing this there. Because really this is the direction I need to go, my body is going. But you are here, Mariette is here, Celiane is here, many people. So something is right

Interviewer: yes, okay do you have anything you want to add?

Interviewee: no, I think that was enough

Interviewer: okay, thank you

Chapter 3: Interview 3

In April 2019, in Fazenda dos Cordeiro the Innovation Games were held. Within these innovation games, different professionals were asked to work temporarily for Fazenda dos Cordeiros and Moviment Sustentável Silva Jardim. As they worked in, with and for the region the opinion of the employees is valuable to use for this research.

Interviewer: Okay, can you introduce yourself first a little bit. Your name your age, something like this.

Interviewee: okay, my name is [REDACTED], I'm twen.. 51 years old. I uhmm I am an owner that do marketing, that are driven in marketing. I am an engineering and uhh I have a master in engineering.

Interviewer: Okay, okay. And how did you end up here, in Silva Jardim or in Imbaú.

Interviewee: pff, it was a long story. I have a uhh family, that is a friend of uhh a friend of our family and they, the last I don't know, 3 years ago I believe they bought a terrain in Portugal. And they start too, too uhhh to produce wine, but when they try to, when they finish the project they have the bottles of wine. The first idea they have was to sell the bottles of wine, because in Brazil there are a lot of people who are looking for Portuguese wines. But this idea, not happens because the price to get the product from Portugal to here, was too expensive. So they thought maybe it was easier to sell those wines in Europe. SO they started some conversation with some distributors in England, Germany uhhh Holland. And the the person responsible for this, was the (...) brother of Mariette. And the brother of Marriete say to my friend that his sister is coming to brazil to do a project using design thinking. And when she heard this she thought maybe Marcos and Daniella, Daniella that is my wife could be interesting in to help this contact to have this person, Mariette. So when, when she, when they have uhh, they invite people to go to the consul to present the project Innovation Games. And I was there and I was interested in participating in the innovation games and uhh as a company, btu was expensive for us and after this we are talking and the next week I have a confirmation that I am going to participate. So it was a strange week.

Interviewer: oh yes, and what is first impression, of the area, the people, the culture?

Interviewee: hmmm, uhh for me the first impression, because I came with Nicolau, that is a person that is uhh a person that is in the sustainable movement. And he tell me some stories about the movement here and the first impression I had was that the city was organised, the neighbourhood was very organised and when I met the people, I was very uhh it was incredible, because I see smart youth with ideas to change things and very good people with education and how they could communicate with each other and with me. It was very interesting (...) it was a very good perception. And the place is very beautiful, yes.

Interviewer: do you like being in nature?

Interviewee: yeah, I like a lot.

Interviewer: yeah?

Interviewee: yes, I prefer to be uhh to be in the nature than in a city

Interviewer: I get that and do you think the way you are received here by Ana and Ayrton has an additional value? And do you like it or not?

Interviewee: uhhh (..) was a simple room, but they have water and we have uhh was clean and the food was really, is very very good and they are very familiar. The place is very nice to be here, because they are treating you like you are one of the uhh one of the family, yeah.

Interviewer: Do you think uhhh that it is better to such a surroundings or do you prefer going to a hotel?

Interviewee: no, I prefer going to be, live with people that are local. All the places that I go to for being outside, I prefer to be going with local. Yeah

Interviewer: and, right now you are working with the eco tourism challenge, so you know there are many activities here. If you were a tourists what would you interest most? Like what would you do if you would go here?

Interviewee: uhmm, I have 2, 2 kids when I think here in a way more to connected to the forest. And anything related to the forest.

Interviewer: okay, yeah that makes sense. Do you know that uhmm Ana and Ayrton are now trying to make labels for every tree so you can go and explore yourself and see oh this is this tree, and this is this tree. Do you think that is a good thing or? Does it add value for you?

Interviewee: (..) uhh, she told me about the book, that has all the information about Brazil. But here I know they have different things, uhmm for me, I don't know, I believe the trees are part of the story and maybe included in the story, that would be very interesting.

Interviewer: yes

Interviewee: I had, I had some, I went to Bonito this year, in Bonito to a presentation and here the explanation of the trees are mixed with the history of the place and geography of the place and social impact of the place. So these things are all organised and shows all the impacts and the uhh history

Interviewer: so you think that this area has a big history and many trees is a value?

Interviewee: yeah, I believe this could not be a information only, I believe it has more value to contextualizar, contextualise this place like when. I was talking with Ayrton, he was talking about Mandioca, what are the process to cook with mandioca and all of this. They have many things they know and can talk about.

Interviewer: they know a lot

Interviewee; yes but also the kind of history behind it. Who was the first to make the mandioca. It was the Indians, after this the Africans that came here and do the same things and other things.

Interviewer: yeah, that is definitely and they know a lot uhmm for sure they know a lot to tell you and are very passionate about it. So if you would go here with your family, would you take trips to some place nearby or would you just want to stay here?

Interviewee: yes, it is very complex to stay but I am not sure, I don't know what I am going to do here. Because one day I can go and see the monkeys, the Golden Lion Tamarin, but what am I going to do the other days?

Interviewer: yes, it is a bit unclear of the activities

Interviewee: yes, If came here what would, what can I do with my family, I am not sure. I know that there is Aldeia and that there is a river and that they have waterfalls. It is supposed to be beautiful

Interviewer: it is not to far, but the roads are really really bad. Uhm but yeahrt that is definitely something. And what about the climate?

Interviewee: the climate here, the climate is a little uhmm I don't know, from the last days here, uhh it was raining, but Rio was raining more than here. I believe here is more uhh, I don't know how it works, maybe rains more in here or in the north because of the mountains. But I don't know

Interviewer: yeah, if you are in the mountains it usually means that it rains more, but it usually also means that when there is heat, its really really hot. So what would be the ideal situation for you, like temperature wise to visit?

Interviewee: Rio, yeah Rio. Uhh after February, actually after march. April to December is really nice, the temperature is really nice. Maybe here is the same, I don't know I am only here temporary.

Interviewer: yeah, especially January and February is really really hot

Interviewee: yes, it is the same in Rio (11.02) but after March, April I believe that is better. Because in March it rains a lot.

Interviewer: okay and what do you think there needs to happen for people to see the value and the potential?

Interviewee: (...) I believe uhh for me I remember the, I have one person in the group that has some knowledge about the forest and the mico leão, it was amazing what he said, here is the, one of the the number of species that we have here, is like the amazon. We have more species here than the amazon, the mico leão is here that is something that I do know. I believe that this information (..)

Interviewer: yes, is necessary. And do you believe that only the information about the mico leão or also about other little animals or birds or butterflies? Or something like this?

Interviewee: yeah, nature in general, not only one. Beause if you say it is only the mico, it is strange because you have a big forest, you have other species. So where are the other species then?

Interviewer: and in what type of way would you like it to happen right now its because Ana and Ayrton tell people? Now you know what it is, what the project is and if you'd go again, would you want to know this beforehand or talk to people there who are working with it?

Interviewee; (...) I don't know, I am not actually, I don't know (...) I believe that when I try to find, because I am a kind of person that I like to find nature. So the tourism I would look for, would be focused on nature, like uhh Bonito. Uhh Ataquemadeser (>?) the things I want to find out about nature, maybe if I try to find out about those place, I can try to gather it here, the information about Silva Jardim as another option. I believe maybe this is a good way to start.

Interviewer: So a connection

Interviewee: the nature between the nature places in Brazil, Silva Jardim included in those places.

Interviewer: yes, uhm because before the innovation games..

Interviewee: in brazil you have chapades, I know you have like three or four of those in Brazil and they are a special place because they are not at the beach. They are not that famous, but they are a place that they are not in the beach, and they are not so long like places near the beach like Búzios, Rio, Cabo Frio, Paraty

Interviewer: but those are really known for their beaches indeed. In your opinion what kind of people travel to a place like this?

Interviewee: people that like nature, yeha, it's a different kind of people I believe

Interviewer; what do you think they like/

Interviewee: they like to hike, or sleep in a tent, really these kind of people

Interviewer: so really get back to basic?

Interviewee: hmmhmm

Interviewer: so for you, if the lights turn off? Like accidently or it doesn't work for a couple of minutes

Interviewee: its fun! For me its fun

Interviewer: does that happen when you are at home?

Interviewee: rare, very rare

Interviewer: and if there is no wifi connection would that be a problem?

Interviewee: no, that would be really really nice

Interviewer: really to get away for a little bit

Interviewee; yes, really disconnected, connected for the nature?

Interviewer: connected in the nature and the people that are here? Or completely disconnected?

Interviewee: No connected with the people that are here and that I am with

Interviewer: and do you think that to go to nature like this is a way to recharge yourself?

Interviewee: yes sure, I completely agree. This is exactly the sensation to, to have your battery full again

Interviewer; so how often is that for you?

Interviewee: one time a year, sometimes two?

Interviewer: okay, well for me that were my questions. Do you have additional items that you would like to share?

Interviewee: I want to answer your question, there is a certain energy here. There is calling here, the type of people, something in the place really the energy that is calling for a change, really a change. That is calling for something to show what they have and make this place happen. I never saw this in any other place and it was really amazing, yeah.

Interviewer: so do you think it is the sense of community?

Interviewee: its not the sense of community, but this community is doing something to connect, make a connection

Interviewer; to help each other or for personal gain?

Interviewee; no, not individual but as a group

Interviewer: okay, well for me that were my questions. Thank you!

Chapter 4: Interview 4

In April 2019, in Fazenda dos Cordeiro the Innovation Games were held. Within these innovation games, different professionals were asked to work temporarily for Fazenda dos Cordeiros and Moviment Sustentável Silva Jardim. As they worked in, with and for the region the opinion of the employees is valuable to use for this research.

Interviewer: can you first introduce yourself a little bit, what is your name? What do you do?

Interviewee: okay, uhm my name is [REDACTED] and I live in Silva Jardim, I uh am, I am studying of law and uh what else? I don't know

Interviewer: uh how did you get urrh, to the innovation games?

Interviewee: so my mum went to uhmm event, do you know like that event uhh event I don't know, like the flower with coffee?

Interviewer: café com Orquidea

Interviewee: café com Orquidea! Uhh my mum was here and then Ana Beatriz talked with her and then my mum asked me if I was uhh if I knew and show me the uhh

Interviewer: proposal

Interviewee: proposal! And I liked it and then I subscribed me and now I am here.

Interviewer: nice, what do you think of Silva Jardim?

Interviewee: Silva Jardim is the city I was born and I grew and its like uhh its like my my house, it doesn't matter where I go, its uhh I feel like my backyard and when I go to like big cities, I go but its not the same. I will go, but I want uhh I don't know its not the same. It is ours, this is like I does, I don't belong in this place, I can have a house in that place and live in there the entire week but on the weekend when I come back on the weekend I feel really calm and I know that this is my home, this is my place. So I feel really good in Silva Jardim.

Interviewer: so what do you do if you don't have to study, what do you do in your free time?

Interviewee: in my free time in Silva Jardim or uhh in the city that I study?

Interviewer: both

Interviewee: both okay uhmm during the week uhh I don't have is many free time, when I have I try to do some exercise and work out or something like that. And when I come back to Silva Jardim, I try to spend my days with family and friends and go to the uhh I don't know, when its hot I like to go to a river or a waterfall in Pirineus or Aldeia Velha. This kind of place

Interviewer: okay and have you been here before?

Interviewee: no it's the first time.

Interviewer: so what is your first impression?

Interviewee; it's really good, I am meeting all the people here uhm I feel very uhmm like, I don't know, the people receive us very well, like the owners, Ayrton and Ana-Beatriz and the people from Holland, the organizations of the program. I think I have a very good impression.

Interviewer: okay and its in the middle of nowhere, is that for you a good thing or a bad thing?

Interviewee; I'm sorry, I don't understand

Interviewer: okay, no problem. So Fazenda dos Cordeiros is like 5 km away from Imbaú. So you need to travel to get to a village or city and its surrounded by nature and the next farm is maybe 10 km away. Is it a positive thing for you, is it a value or is it not?

Interviewee: I uhh I don't really think like uhh something bad or good, it's just normal I think. Because my parents have a farm to, so I am used to go. Right now, I am not going to much, but when I was younger I was always there. Even now my birthday party, I have, I always make my party there. Because it became like a thing, you know every year, we had to have a party there because it's the time when we put together like all the friends, all the family and if I don't wanna do it's like no you have to do because its part, its tradition you know. So but anyways, forgetting this it's just normal. It's just, I don't feel it's really far, it's just some minutes, like 10 minutes by car so it's really fine. I don't really see a problem or good, actually I can see the good, I feel in peace and everywhere we look around there is no, uh how do we say, there is no chaos, you know. So whatever you do, you are like, I am in peace and I am good here. So that is it.

Interviewer: so would you say that you would come here to recharge yourself?

Interviewee; yes, I could say there. If you are for like a week in a big city, or even if you are not in a big city but working every day and that would probably be something you don't appreciate. And you come here and do something that you like, maybe it is something that you like is go uhh ride a horse and like uhh put the calls together. Something like that, I feel like there are a lot of possibilities here to put together.

Interviewer: and if somebody from let's say Holland comes here, what would you recommend them to see in Silva Jardim?

Interviewee: in Silva Jardim, uhmm so it depends on the uhh how they, because every kind of person are different, they have different kind of tastes, I don't know if I can say that. But so like. The normal things that I will suppose that everybody could like is the waterfalls and river and hh Juturnaiba lake uhh maybe go to some kind of party, but like a pagoda party. Have you been to one of those parties?

Interviewer: not yet, but I know what it is

Interviewee: yes, so pagode, and go to uhh, usually when there is pagode there is something like a BBQ or feijoada. So probably its uhh nice experience for somebody from Holland.

Interviewer: so you'd say that they should combine the things you can do in nature, which is go to the river or waterfalls with local activities, tasting the food, going to parties. Something like that? Am I making the right conclusion?

Interviewee: yes, yes. Yeah, I think so, like hhh things the regular person does here. It doesn't make sense, I don't know

Interviewer: no no, it makes sense. I am just thinking about the different cultures.

Interviewee; hmmhmm

Interviewer: in the Netherlands and most of Europe, you have a very individualistic culture

Interviewee; yes

Interviewer; and in my opinion it is here the opposite.

Interviewee; uhuh like everybody together, lets do it

Interviewer; like ana and Ayrton really want to help everyone and say come on lets do this and they want to try and help everyone that speaks a little bit of English by giving them opportunities with for instance the university visits. I think it's a good way to reconnect everyone and create a little bit of an open space where locals can go to uhmm to see if they want to discuss something with someone else or talk English. Do you see this as the same, could this be such a place where you can go to?

Interviewee: yes, I think so uhh like if there is international people here ,uhmm we have the possibility of connecting these people to a different culture and see, to see like uhh like a different perspective from like a the world, but their own city. So this conversation I think is very important, if we have somehow to keep this uhm this exchange I think its pretty good for this city. So I don't, I think it would be a big gain for the city if people could go here. Uhh if they have persons that speak like English or like another language and they are trying to communicate, they are going to be like stimulated to learn and develop that language and its going to be good for them, because the possibilities increase.

Interviewer: yes, they get more chances. Uhm if you look at the surroundings and going here, what would you say are the challenges?

Interviewee: the challenge? For what?

Interviewer; for getting people here

Interviewee; we have talked about this and I uhh I was thinking a lot about this those days and I uhh I have I have a perspective. How to get there, how to bring them here? Is that the question?

Interviewer: yes

Interviewee: okay, so my group and I we have worked a lot and at least I have uhmm I have a perception and uhh haka *laughs* *distraction in the background* but okay, my perspective, like my perception it is that, you told me that you, Sterre, Mariette uhmm you

guys told me, that the good thing about Silva Jardim is the feeling ,the experience ,the sensation, this how you feel embraced for the people and like how to, how to show these to the tourists before hey come here. And we were like thinking about that, and I don't know if I have a solution, but my group have an idea of virtual reality, vr. And like, taking the glasses on like Corcovado, Rio and maybe some travel agency in Rio or who know in europe and like in this video on the virtual reality there are many possibilities. You know so there is the possibility of like grabbing the organic foods on the grounds, you have the possibility of like floating in a river and like looking at the sky and trees, have the possibility of riding a bike and the sun comes down, you know 5 o'clock or 6. You have so many possibilities, you have the opportunity to be like I don't wanna do nothing so im, im just laying down in this net. I don't know if the net is correct?

Interviewer; you mean a hammock right?

Interviewee; yes, so Im just laying down with my sock on, on a grey day, little cold just looking at the mountains and the green and the water falling. So there is so many things, like the horse, like going into the river, like so many possibilities to have in a video and make this people like uhh feel, like just a taste uhh

Interviewer; preview

Interviewee: preview! And I think it could work uhmm you know, I don't know, its something that I was thinking, but (...)

Interviewer: I am thinking in the same way at the moment, but it needs to be attainable for Ana and Ayrton as well. And something like virtual reality is great, but its difficult

Interviewee: but like uhmm, its not something to them, to manipulate, you have to, we don't have to how to run from it, we have to have some money to invest, we need to have some people to do it, to take the glasses to Corcovado making a stand and so we have people that need to have worked, or how can I say? So yes, that is it

Interviewer; for me that were my questions, do you like to add something to it, or do you think you said enough?

Interviewee; no no, I think its okay

Interviewer; well, then thank you.

Appendix VII: Coding

Below the process of coding of the interviews is illustrated. As explained in Chapter 4, Methodology 6 different steps are followed in order to be able to report the valuable data from the interviews. The conclusion of these steps are shown below. Furthermore, the final coding, step 5 was formulated with the aid of the theoretical framework illustrated in chapter 3. The coding is divided into the four different interviews, in the final coding the same codes were used in order to provide a good total picture.

Chapter 1: Interview 1

1.1 Initial coding

Text	Code
Important for myself, to grow and now a lot of things, make a lot of money, money enough to be back and have a bigger farm.	Ambition
. At that time I sell one animal for 10000 USD, that is good money. At that time I don't have animals enough, only one goat a year and only 20 goats and sometimes not female, its male. That makes me a lot of, I bought a new farm, a bigger one in Nova Friburgo, makes me famous. Everyone would like to go there, to know the crazy people who was in England, to come to Brazil, in one farm, without lights and keeping goats and that makes it easy for me to be famous its easy to sell and produce animals.	Knowledge about profession Ambition
and I began to discuss that and the industry began to do goats cheese in Nova Friburgo, makes more important, began to sell more, and one day we make on relation there. Price is going to be 3 times the cows milk	Ambition Driven
what do I say to the Swiss people, I say say that you are incompetent, you are not selling cheese. I produce milk, that is my business. Your business is to produce cheese, it was a big fight (laughs) he was my friend, I speak French with them and discuss talk about philosophy, life, he has a family. And he wants my support to convince (?)	Knowledge Better position in negotiation
milk is seasonal. Normally it is easy to produce milk in the summer, cause there is a lot of sun, the days are longer. But in Summer you don't have the habitute to eat cheese. In the winter you eat more cheese, cause you have wine, etc. the industry, the Swiss industry, they make cheese with the long maturation, so they can keep them in the summer for maturation, but it is more expensive also.	Knowledge about farming Creativity/innovative
He saw it was working , we have media, newspaper from Rio de Janeiro, TV, everyone was going to see how easy it was to be our lives. And we are really easy to go, by walking or by car, at that time many people came by car or by horses, we have many horses (laughs). We put some, the people from big hotel in the village, we. Convinced them to bring their tourists to see, not going there to pay, but they are going there and bring their children and buy handcrafts or cheese	Knowledge about communication
. I was uhh mastrado (30.29), I was a degree in engineer and did a master degree in tourism	Ambition innovation
Because the ministry of tourism, doing the conventional tourism and me the people doing the other, and I was saying that tourism rural was for	No mainstream ideas

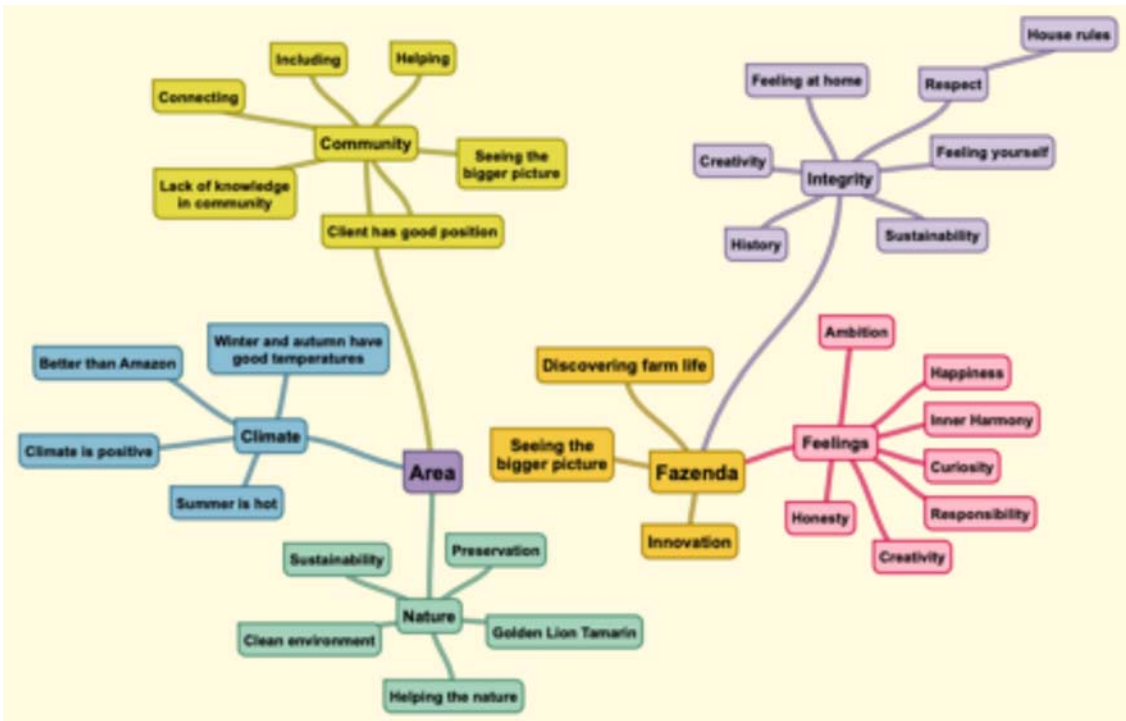
community, social tourism a friend, uhh responsible, they have a special importance, no sustainable, uhh okay.	Sustainability
This other minister is thinking other things, money is not important, sustainable for this and I think no I more, I feel more comfortable here than there and began to work here. The minister was not too happy with that, we left 5 or 8 years fighting. I was the people who had good trust, good trust?	Honesty
, I and another one Gerald, and at that time there are a lot of things going on, we had one association and uhh for tourism rural, national association	Many connections
That was my shows, but I don't want to be engineering, I want to be a farmer and here it's more difficult because in Nova Friburgo we have one farm like Tatiana, she wants to live here, but don't live here.	Honesty towards friends
ohh they can stay here, but they cannot have the coffee break here, because I am not going to do the breakfast, breakfast here. It's not going to work, no one is going to wake up, bring a car, it's not going to work.	Friends do not understand how it works
They have the horse, the only thing they can do is the horse, the food, entertainment its good but no. we also have the football club, but it's not so easy to include them, the cultural, cultural fridge (?) is also good but not so easy, we could uh we may if I try to have this some time I feel that, skol is another club, horse another club, cheese another club, it's a group, different groups of people.	Including community Connecting different parties
umbrella, we can always make the reference to them. Walking is not going to do that, horses is not going to do that, the cheese is not going to do that, horse is not going to do that, the golden lion could be, could be. But	GLT as an umbrella
yeah maximum capacity that is technical that is really one problem. If we do that they are not going to be wild life, they will be monkeys from zoo. I have one technical critical, when the monkeys come and give them banana, I prefer some more safari, to try to find them	Sustainability Preservation of the world Authenticity
uh village where you have a river and you have a waterfall, 1000 of people, music, the people who are going there they have no money, they have camping, nothing against camping, nothing against people who have no money. But as we, as people who, as Silva Jardim, we don't have rules well written, they going there think the people who are living there, don't like, don't like tourism.	Lack of rules
For them tourism is, sex, drugs, alcohol, noisy, dusty, pollution, (...) they live there, because it's a good place to live and they come there and then come a lot of *big hand gestures* they don't like. But if you talk with perfeiture, noo but the commerce.	Bad reputation of the area
I am talking with the secretary of tourism. There is not law, I cannot forbid them to go there. I say but you have a law for environment, as the golden lion tamarin, you can say as there can only go for a week, to save the area, 500 or 1000, but you must say as tourism. Cause you can say oh everyone who wants to go, you have to know the names of everyone, also for safety reasons. Because if something happens there, the news is going to say people dying in Silva Jardim, it's horrible.	Helpful Innovative Seeing the bigger picture

when I say that we have the waterfall walk, I wish the people see the trees, the seeds, the animals, the trails, the signs of the trails, we can see one wild animal, but we can see where they passed because they have the marks, can hear the noise	Exploring the nature Experiencing the surroundings
if they said they like to do sex, drunk and rock 'n roll – I say good, good where are you going to? Not in here (laughs) I like to go there, but I don't want you to come, you understand the difference?? But at my home, my house, my god noo. We receive people and sometimes we don't know the people, I used to put clothes on. We have a swimming pool, you ring the bell for food and they come, I don't feel comfortable to uh without clothes, I never have to ask someone to put, just because we are a family. I do, Ana does it, its normal.	Respect Integrity House rules
we see if someone asks can I bring the beer? I say no, not because I don't want to sell the beer just because I don't want him to drink more than he can because if they began drunk, began to say swearing words it is my house, it is not comfortable to say, they say oh go out or go to the room to sleep.	House rules Clean environment Responsibility
people do not know Silva Jardim	Unawareness
we are only 90 km from Rio de Janeiro, we have good roads from Rio,	Close to Rio de Janeiro
As a near big city, Rio Bonito, Rio Bonito is not a good reference, it's a reference of violence	Rio Bonito bad association point
, I am going to Rio Bonito, its only 20 km, I can go with someone from there so more these things are going to happen. Once one WorkAway used the Blabla car, we bring her on the main road and one Blabla car comes, she make the connection and pay 10 or 15 reais. Blabla car is also here, so this new tools for this kind of transport are every time easier, so this are also the way to come	Impressed by new invention Cheaper ways to arrive
hey have the big bus, tourist bus, they come direct here to the road, it costs 40 Reais also not expensive. Why I prefer the other one, its because that one takes me far from the town centre and there is no underground, there is another bus that makes a transfer, so I have to pay more to take another bus, so I prefer the normal one.	Transportation preferences
This is the property, the social influence, these are more important because I try everything to involve others. How can I help them, I did not give you one answer, I put a problem	Helpful Connecting community
For the social, it is difficult to. I think I can give the opportunity and we have one expression in Portuguese eu atiro no visível, para acertar o invisível (?? 1.14.01) uhh we can shut this thing I saw, but I can (...) be right In the things that I don't see, something like that. Yeah. I have to believe in that.	Helping the community
this summer is really too hot, its more than hot. Rio is also hot, but it is different they have influence of the sea. Uhh (...) but when you go to Amazon, its worse than here, high humidity. Once we did one walking in a forest, all shadows, big trees and was soo hot, sweaty, soo hot. So in the amazon its worse, you understand but going there is to see that.	Climate is very hot in summer Better climate than amazon

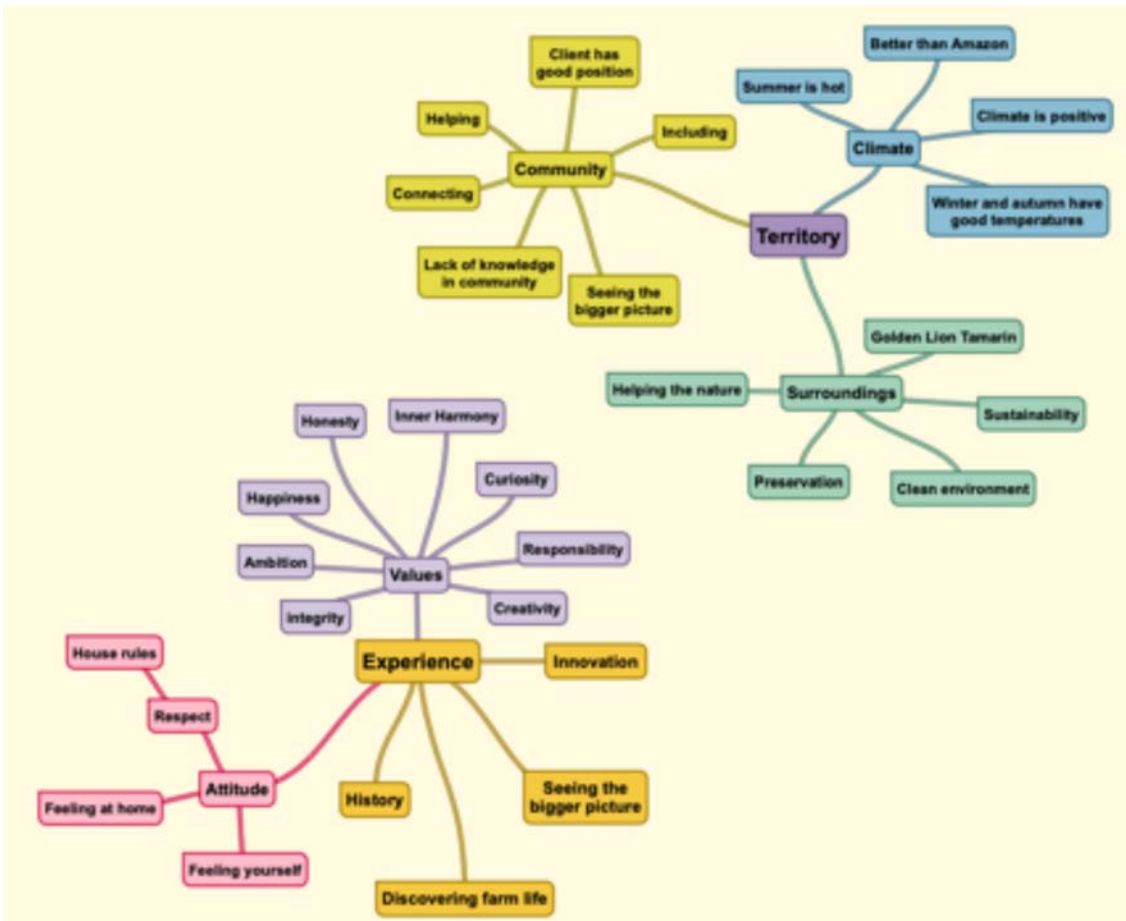
<p>Once I went to England to the garden, they have one building to try to do a climate from Amazon and all the people go to see that and quickly come out saying too hot, too hot. So I cannot say the weather is one limit, if I am working well with this from now to September is the most agradable weather, it's very good, it's not so hot, not so cold. 19, is very pleasant, good nights, son beautiful, lot of stars, cause you have no pollution, no lights</p>	<p>Autumn and winter are very good temperatures</p>
<p>So I think the weather should work for us and not against us.</p>	<p>Climate is positive thing</p>
<p>the farm life (..) they are most in, but it's different, its different. I don't have one research to say exact for you, the thing we put on the internet is not the forest, is not the uhh, waterfall, not the horse or the trees, it's the life in.. country life, our country life, they come because they read or see something about country life. We say we are one family that have pleasure in receiving you, having you at our home</p>	<p>Feeling at home Exploring flora and fauna</p>
<p>feel that the people feel that they come to see this, how is life at the farm. Here they discover the small animals, the orchids, the nursery, the uhh organic productions, but they are discovering that, that is not the subject why they come.</p>	<p>Discovering farm life</p>
<p>. I like the country life, I appreciate the things that people normally don't appreciate, it is not only one, for me it's not only one thing.</p>	<p>Different perspective</p>
<p>Its difficult to say which I prefer more, I love the animals, I like to have chickens, goose, ducks. But I love wild animals! There is one tattoo (?1.24.32) they are eat all my, uhh, manjok, all my cassava. All the people works say you have to, I say NOO you have to plant, I don't want to kill him. I am not going to eat this manjok, he is going to eat it.</p>	<p>Love for animals Preservation of wild life / helping</p>
<p>we have a lot tiê-sangue and everybody is like omg, everyone can see it is normal to see but its not easy to see. And why its not happening, the Golden Lion is still there and just because I began to plant trees in river, around the river, we called MattaCeliar, it is in English Celius, because it protects your eyes and the mattaceliar protects the water, source of water and the people this kind of people, forest, as we didn't have this, we go and are aware... now I put the forest and they began to come.</p>	<p>Giving the nature a hand Preservation of wild life</p>
<p>So when you ask what I prefer, because I like these things, he has a lot of history, I like to hear the history, some are not fair, but its history. So he is part of this, but its difficult, everything, we can show you the trees that I have plant there going, that I feel good, I know the history of these trees.</p>	<p>History is in everything/ very important</p>
<p>The lake, our lake, when I have students, there are coconuts floating and it looks like crocodile and I say to the kids it a crocodile lake. One day the crocodiles actually come (laughs) Ana said, you said too much now they come. All this part has one history, that is why all is important.</p>	<p>Intriguing kids Making people curious</p>
<p>I try to talk more, or more love, or make a joke, I never do that to get attention. Ana, stops and says if you do not stop I am not going to say anything else, I never say that, sometimes I say and I talk alone but yes they are losing the opportunity to listen. But they enjoy a lot yeah</p>	<p>Patience Partner has a different opinion, but important</p>

<p>they don't have the opportunity to be free, so if they have the opportunity to be free, if I am talking they cannot be free. So I am just uhh pretending, for them to be free. Watch them play, its much better for them after the teacher goes to the class room what he said about that, big opportunity for them to be cool, nice chaos</p>	<p>Freedom Harmony Feeling well with themselves/ being themselves</p>
<p>The small animals we have in the farm, they don't have the opportunity to have this at home. The chickens, they run after them, but the rabbits are soft and they can cuddle with them. That makes them more happy, in one sentence it's the rabbits.</p>	<p>Likes kids</p>
<p>want to be a success because opportunities there are a lot, things I would like to do better in the things I am doing.</p>	<p>Improving while preserving the current situation</p>
<p>yess, we maybe have to have more time to the internet, to write texts, I am used to write but I have to have aspirations.</p>	<p>Difficulties with modern technology</p>
<p>I used to say to my friends cause they are working a lot to do what I am doing now. I am already doing this, so I am more lucky than you cause I am already doing this (laughs). You are working to be at my farm and I am already here, I don't' need his money.</p>	<p>Loves his life happiness</p>

1.2 Initial Thematic Map



1.3 Final Thematic Map



1.4 Final coding

Text	Initial coding	Theme	Final coding
Important for myself, to grow and now a lot of things, make a lot of money, money enough to be back and have a bigger farm.	Ambition	Values	Instrumental values
At that time I sell one animal for 10000 USD, that is good money. At that time I don't have animals enough, only one goat a year and only 20 goats and sometimes not female, its male. That makes me a lot of, I bought a new farm, a bigger one in Nova Friburgo, makes me famous. Everyone would like to go there, to know the crazy people who was in England, to come to Brazil, in one farm, without lights and keeping goats and that makes it easy for me to be famous its easy to sell and produce animals.	Knowledge about profession Ambition	Values / community	Instrumental values
and I began to discuss that and the industry began to do goats cheese in Nova Friburgo, makes more important, began to sell more, and one day we make on relation there. Price is going to be 3 times the cows milk	Ambition Driven	values	Instrumental values
what do I say to the Swiss people, I say say that you are incompetent, you are not selling cheese. I produce milk, that is my business. Your business is to produce cheese, it was a big fight (laughs) he was my friend, I speak French with them and	Knowledge Better position in negotiation	community	Instrumental values

<p>discuss talk about philosophy, life, he has a family. And he wants my support to convince (?)</p>			
<p>milk is seasonal. Normally it is easy to produce milk in the summer, cause there is a lot of sun, the days are longer. But in Summer you don't have the habitute to eat cheese. In the winter you eat more cheese, cause you have wine, etc. the industry, the Swiss industry, they make cheese with the long maturation, so they can keep them in the summer for maturation, but it is more expensive also.</p>	<p>Knowledge about farming Creativity/innovative</p>	<p>Values / community</p>	<p>Instrumental values</p>
<p>He saw it was working , we have media, newspaper from Rio de Janeiro, TV, everyone was going to see how easy it was to be our lives. And we are really easy to go, by walking or by car, at that time many people came by car or by horses, we have many horses (laughs). We put some, the people from big hotel in the village, we. Convinced them to bring their tourists to see, not going there to pay, but they are going there and bring their children and buy handcrafts or cheese</p>	<p>Knowledge about communication</p>	<p>community</p>	<p>Instrumental values</p>
<p>I was uhh mastrado (30.29), I was a degree in engineer and did a master degree in tourism</p>	<p>Ambition Innovation</p>	<p>values</p>	<p>Instrumental values</p>
<p>Because the ministry of tourism, doing the conventional tourism and me the people doing the other, and I was saying that tourism rural was for community,</p>	<p>No mainstream ideas Sustainability</p>	<p>Surroundings</p>	<p>Attitude / Surroundings</p>

social tourism a friend, uhh responsible, they have a special importance, no sustainable, uhh okay.			
This other minister is thinking other things, money is not important, sustainable for this and I think no I more, I feel more comfortable here than there and began to work here. The minister was not too happy with that, we left 5 or 8 years fighting. I was the people who had good trust, good trust?	Honesty	values	Instrumental Values
I and another one Gerald, and at that time there are a lot of things going on, we had one association and uhh for tourism rural, national association	Many connections	community	culture
That was my shows, but I don't want to be engineering, I want to be a farmer and here it's more difficult because in Nova Friburgo we have one farm like Tatiana, she wants to live here, but don't live here.	Honesty towards friends	values	Instrumental values
ohh they can stay here, but they cannot have the coffee break here, because I am not going to do the breakfast, breakfast here. It's not going to work, no one is going to wake up, bring a car, it's not going to work.	Friends do not understand how it works	community	Lifestyle
They have the horse, the only thing they can do is the horse, the food, entertainment its good but no. we also have the football club, but it's not so easy to include them, the cultural, cultural fridge (?) is also good but not so easy, we could uh we may if I try to have this	Including community Connecting different parties	community	attitude

<p>some time I feel that, skol is another club, horse another club, cheese another club, it's a group, different groups of people.</p>			
<p>umbrella, we can always make the reference to them. Walking is not going to do that, horses is not going to do that, the cheese is not going to do that, horse is not going to do that, the golden lion could be, could be. But</p>	GLT as an umbrella	Surroundings	surroundings
<p>yeah maximum capacity that is technical that is really one problem. If we do that they are not going to be wild life, they will be monkeys from zoo. I have one technical critical, when the monkeys come and give them banana, I prefer some more safari, to try to find them</p>	Sustainability Preservation of the world Authenticity	surroundings	Surroundings
<p>uh village where you have a river and you have a waterfall, 1000 of people, music, the people who are going there they have no money, they have camping, nothing against camping, nothing against people who have no money. But as we, as people who, as Silva Jardim, we don't have rules well written, they going there think the people who are living there, don't like, don't like tourism.</p>	Lack of rules	community	culture
<p>For them tourism is, sex, drugs, alcohol, noisy, dusty, pollution, (...) they live there, because it's a good place to live and they come there and then come a lot of *big hand gestures* they don't like. But if you talk with perfeiture, noo but the commerce.</p>	Bad reputation or the area	surroundings	Surroundings

<p>I am talking with the secretary of tourism. There is not law, I cannot forbid them to go there. I say but you have a law for environment, as the golden lion tamarin, you can say as there can only go for a week, to save the area, 500 or 1000, but you must say as tourism. Cause you can say oh everyone who wants to go, you have to know the names of everyone, also for safety reasons. Because if something happens there, the news is going to say people dying in Silva Jardim, it's horrible.</p>	<p>Helpful Innovative Seeing the bigger picture</p>	<p>Values / experience</p>	<p>Terminal values</p>
<p>when I say that we have the waterfall walk, I wish the people see the trees, the seeds, the animals, the trails, the signs of the trails, we can see one wild animal, but we can see where they passed because they have the marks, can hear the noise</p>	<p>Exploring nature Experiencing the surroundings</p>	<p>Surroundings / experience</p>	<p>Lifestyle</p>
<p>if they said they like to do sex, drunk and rock 'n roll – I say good, good where are you going to? Not in here (laughs) I like to go there, but I don't want you to come, you understand the difference?? But at my home, my house, my god noo. We receive people and sometimes we don't know the people, I used to put clothes on. We have a swimming pool, you ring the bell for food and they come, I don't feel comfortable to uh without clothes, I never have to ask someone to put, just because we are a family. I do, Ana does it, its normal.</p>	<p>Respect Integrity House rules</p>	<p>Attitude values</p>	<p>Instrumental values</p>

<p>we see if someone asks can I bring the beer? I say no, not because I don't want to sell the beer just because I don't want him to drink more than he can because if they began drunk, began to say swearing words it is my house, it is not comfortable to say, they say oh go out or go to the room to sleep.</p>	<p>House rules Clean environment Responsibility</p>	<p>Attitude Values surroundings</p>	<p>Attitude / surroundings</p>
<p>people do not know Silva Jardim</p>	<p>Unawareness</p>	<p>experience</p>	<p>surroundings</p>
<p>we are only 90 km from Rio de Janeiro, we have good roads from Rio,</p>	<p>Close to Rio de Janeiro</p>	<p>territory</p>	<p>Travel distance</p>
<p>As a near big city, Rio Bonito, Rio Bonito is not a good reference, it's a reference of violence</p>	<p>Rio Bonito bad association point</p>	<p>territory</p>	<p>Travel distance</p>
<p>I am going to Rio Bonito, its only 20 km, I can go with someone from there so more these things are going to happen. Once one WorkAway used the Blabla car, we bring her on the main road and one Blabla car comes, she make the connection and pay 10 or 15 reais. Blabla car is also here, so this new tools for this kind of transport are every time easier, so this are also the way to come</p>	<p>Impressed by new invention Cheaper ways to arrive</p>	<p>territory</p>	<p>Travel distance</p>
<p>hey have the big bus, tourist bus, they come direct here to the road, it costs 40 Reais also not expensive. Why I prefer the other one, its because that one takes me far from the town centre and there is no underground, there is another bus that makes a transfer, so I have to pay more to take another</p>	<p>Transportation preferences</p>	<p>territory</p>	<p>Travel distance</p>

<p>bus, so I prefer the normal one.</p>			
<p>This is the property, the social influence, these are more important because I try everything to involve others. How can I help them, I did not give you one answer, I put a problem</p>	<p>Helpful Connecting community</p>	<p>Values community</p>	<p>Terminal values</p>
<p>For the social, it is difficult to. I think I can give the opportunity and we have one expression in Portuguese eu atiro no visível, para acertar o invisível (?? 1.14.01) uhh we can shut this thing I saw, but I can (...) be right In the things that I don't see, something like that. Yeah. I have to believe in that.</p>	<p>Helping the community</p>	<p>community</p>	<p>Terminal values</p>
<p>this summer is really too hot, its more than hot. Rio is also hot, but it is different they have influence of the sea. Uhh (...) but when you go to Amazon, its worse than here, high humidity. Once we did one walking in a forest, all shadows, big trees and was soo hot, sweaty, soo hot. So in the amazon its worse, you understand but going there is to see that. Once I went to England to the garden, they have one building to try to do a climate from Amazon and all the people go to see that and quickly come out saying too hot, too hot. So I cannot say the weather is one limit, if I am working well with this from now to September is the most agradable weather, it's very good, it's not so hot, not so cold. 19, is very</p>	<p>Climate is very hot in summer Better climate than amazon Autumn and winter are very good temperatures</p>	<p>climate</p>	<p>Climate</p>

pleasant, good nights, son beautiful, lot of stars, cause you have no pollution, no lights			
So I think the weather should work for us and not against us.	Climate is a positive thing	climate	Climate
the farm life (..) they are most in, but it's different, its different. I don't have one research to say exact for you, the thing we put on the internet is not the forest, is not the uhh, waterfall, not the horse or the trees, it's the life in.. country life, our country life, they come because they read or see something about country life. We say we are one family that have pleasure in receiving you, having you at our home	Feeling at home Exploring flora and fauna	Attitude surroundings	Attitude
feel that the people feel that they come to see this, how is life at the farm. Here they discover the small animals, the orchids, the nursery, the uhh organic productions, but they are discovering that, that is not the subject why they come.	Discovering farm life	experience	Attitude
. I like the country life, I appreciate the things that people normally don't appreciate, it is not only one, for me it's not only one thing.	Different perspective	community	Attitude
Its difficult to say which I prefer more, I love the animals, I like to have chickens, goose, ducks. But I love wild animals! There is one tattoo (?1.24.32) they are eat all my, uhh, manjok, all my cassava. All the people works say you have to, I say NOO you have to plant, I	Love for animals Preservation of wild life/ helping	surroundings	Surroundings

don't want to kill him. I am not going to eat this manjok, he is going to eat it.			
we have a lot tiê-sangue and everybody is like omg, everyone can see it is normal to see but its not easy to see. And why its not happening, the Golden Lion is still there and just because I began to plant trees in river, around the river, we called MattaCeliar, it is in English Celius, because it protects your eyes and the mattaceliar protects the water, source of water and the people this kind of people, forest, as we didn't have this, we go and are aware... now I put the forest and they began to come.	Giving the nature a hand Preservation of wild life	surroundings	Surroundings
So when you ask what I prefer, because I like these things, he has a lot of history, I like to hear the history, some are not fair, but its history. So he is part of this, but its difficult, everything, we can show you the trees that I have plant there going, that I feel good, I know the history of these trees.	History is in everything/very important	experience	Attitude
The lake, our lake, when I have students, there are coconuts floating and it looks like crocodile and I say to the kids it a crocodile lake. One day the crocodiles actually come (laughs) Ana said, you said too much now they come. All this part has one history, that is why all is important.	Intriguing kids Making people curious	experience	Attitude
I try to talk more, or more love, or make a joke, I never do that to get attention. Ana,	Patience	values	Terminal values

<p>stops and says if you do not stop I am not going to say anything else, I never say that, sometimes I say and I talk alone but yes they are losing the opportunity to listen. But they enjoy a lot yeah</p>	<p>Partner has a different opinion, but important</p>		
<p>they don't have the opportunity to be free, so if they have the opportunity to be free, if I am talking they cannot be free. So I am just uhh pretending, for them to be free. Watch them play, its much better for them after the teacher goes to the class room what he said about that, big opportunity for them to be cool, nice chaos</p>	<p>Freedom Harmony Feeling well with themselves/being themselves</p>	<p>Values attitude</p>	<p>Terminal values</p>
<p>The small animals we have in the farm, they don't have the opportunity to have this at home. The chickens, they run after them, but the rabbits are soft and they can cuddle with them. That makes them more happy, in one sentence it's the rabbits.</p>	<p>Likes kids</p>	<p>Experience</p>	<p>Attitude</p>
<p>want to be a success because opportunities there are a lot, things I would like to do better in the things I am doing.</p>	<p>Improving while preserving the current situation</p>	<p>experience</p>	<p>Attitude</p>
<p>yess, we maybe have to have more time to the internet, to write texts, I am used to write but I have to have aspirations.</p>	<p>Difficulties with modern technology</p>	<p>Attitude</p>	<p>Attitude</p>
<p>I used to say to my friends cause they are working a lot to do what I am doing now. I am already doing this, so I am more lucky than you cause I am already doing this (laughs). You are working to be at my farm and I am</p>	<p>Loves his life Happiness</p>	<p>Attitude values</p>	<p>Terminal values</p>

already here, I don't need his money.			
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Chapter 2: Interview 2

1.1 Initial Coding

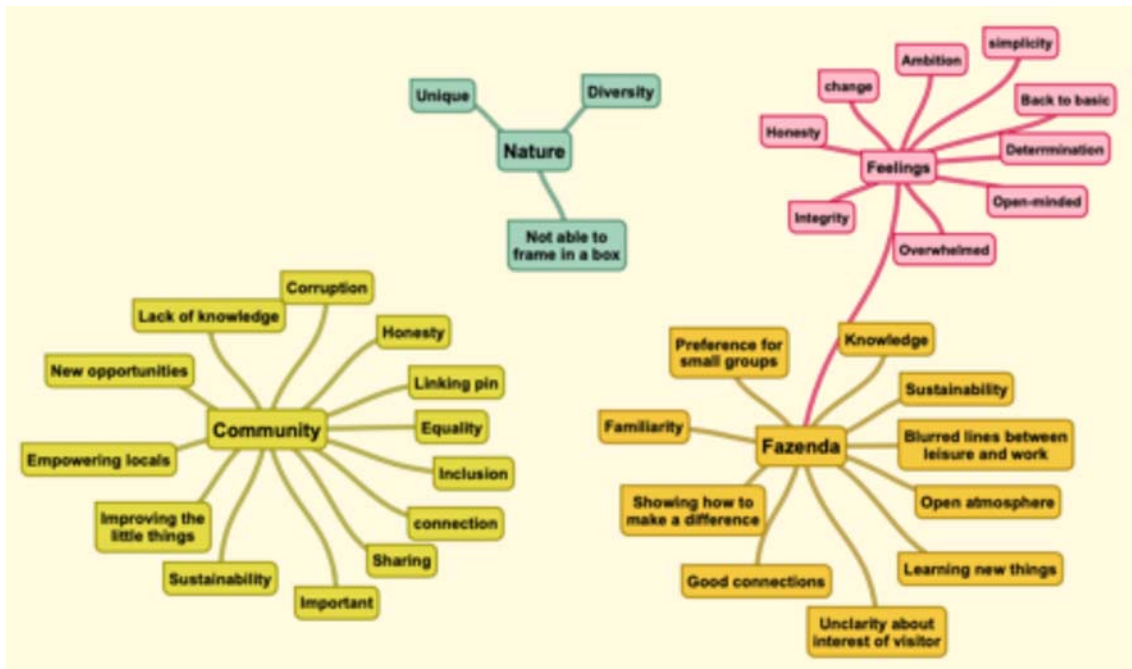
Text	Code
many opportunities, many opportunities here.	Opportunities
I can't say now I have time to be free and I have to, if I am with Ayrton, he don't know how to stop and if I do, I am looking all the time to do something. But I don't know if it's a problem, I really don't know, if I uhh need time to have this kind of leisure in a purity.	Blurred lines between leisure and work
. I think we need time to change things for the new generation, and we can't say this oh you have to do this because you have to open your mind. Because, can understand?	Innovation for the new generation
I never imagined I would come here, but really I am not doing something thinking that my son, one or the other or anybody wants to come here, to do what I am doing. I know the future is gonna be different, but I am doing what I think is good, sometimes I am doing because someone says its good and I am too and sometimes I don't know what, what uhh what is really uhhh I don't know the answer. But I am doing, sometimes you imagine something but the answer is completely different, but not because its different its bad.	Knowledge about daily activities Vision of the future
I have dreams, I have to solve problems, I can help people, I can do something for the children, something for the future, something I believe in or for my sons, even if they are not here, because I am doing it like this (...) something like this (...) for the city. For people that I don't know	Helping others Ambition
they like because this is our life and this is real	Familiarity
ecause we have the nature, the air fresh, we have uhh simple things, but many things. And we have different experience, uhh we have the golden lion tamarin, even if you don't see, they are here and if you want to see, you can do things in a different way and uhh (...) but the challenge is, because its very difficult to put this in a pot.	Diversity Cannot put it a box Difficult to make one main picture
I don't need a 100 people everyday, I need 20 people every day or 20 people every weekend. The variation is 20 people or 1000 people every year, if I have this every year I can improve many things and improve myself, I can improve things I can do for other, for the community.	Importance of community Keeping integrity Improving the little things
That is why in this time, we are looking for, uh challenges how we can improve and to find this kind of people, people that want this tings and think that its not a problem that we sometimes don't have light and sometimes don't have Wi-Fi and sometimes don't want nothing and only doing this, be in the nature,	Simplicity Nature Back to basic Open-minded people
But if they learn something different, in my city we have this and this is power and I think its something like this. The challenges are changing, or to find people or	Empowering locals

people from Silva Jardim have to see that they are important like anybody.	Lack of knowledge or pride
hey have the rights, if you can do, I can do to. Its for everybody, it's for them.	Necessity of empowerment
But how the people don't do nothing, but they don't know how to do	Lack or knowledge
How do I solve this without politicians, I don't know, maybe it's not possible. Maybe we have people that don't do nothing, but say they are doing this, or we have corruption. I am doing, but they are doing nothing.	Corruption
because sometimes ahh this is not function in the past but now I have experience this is good or this not, or wrong, but its good in a wrong time and try again.	Determination Ambition
we go to the city, they talk, people can see they are here. Like you say the text and the photo, because they see the people and they are really here and again and again, maybe I can, I can't its something that is right	Showing people how to make a difference
why do we have Holland and Germany and France and Denmark and very good countries sending people here and I don't know what I have here. Or (...) what they are seeing, that I am not	Unclarity about interests of tourist Good connection
If you are in Rio de Janeiro, you came to Brazil, because you like Brazil, but if you come here, to Silva Jardim. Why are you coming here? We don't have many things here, only golden lion tamarin. Maybe it's the golden lion tamarin, but maybe not, many people are coming here and never see this.	Silva Jardim brings special people Not the typical people
We can uh.. you are changing little things, but special things.	Innovation Helping Change
more like uh a way to connect people if they want to.	Connectivity
but I think we can do more, than we are doing. Maybe we can do a calendar or uhh we can ohh sorry, something like that,	Ambition for new things
For people to come here and go drinking and go away is not easy, because we are not in a city, because we don't have anything and people for Silva Jardim don't know what it is. So normally it is for the tourist and then it's difficult, how can we connect this?	Difficulties because of location
prefer small things I can do more things,	Keeping integrity Keeping it close to herself
And uhh something that I think is normal in brazil, normally in brazil when you say party, people think it's has to be for 100 people and when you have only 30 that is not okay. Something like that, that is why I don't like too much.	Prefer small group of people
, it's not common, you have in Brazil like us, me and Ayrton, people that have many opportunities in the city and we decide to come here. And we are working here, we are talking to people, doing the dishes, taking care of the house, we are having a swe, they don't have this. When they are here they can see it is real.	Sharing Open atmosphere

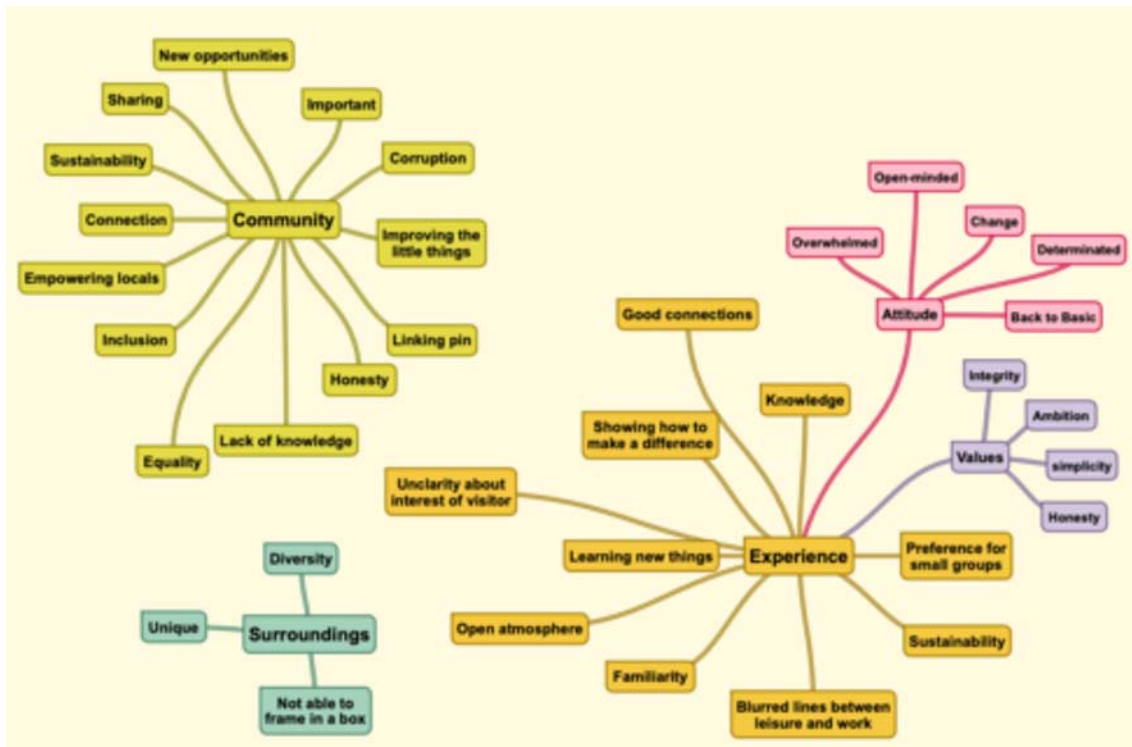
<p>he connection the people can have is something they can have here. It's like oh I go there cause there are many interesting people, international people, people who work all over the world or know many things. We can talk for everything, I can try this and eat pizza, but not only this. I don't know how I can do this for people like local people. And</p>	<p>Linking pin between local and international</p>
<p>yes, I do, but I don't know why and how. Because I used to do this and I never (...) sometimes I never, but I know that I can't do. I am, I am, I am who I am. If you don't like, that is okay.</p>	<p>Creating an open atmosphere Unawareness of why</p>
<p>Everything he is demanding I will try to do, because I really can do. One day I tell him, I never have problem with anyone, I don't know who is, but I can say to you if he is the king of England I will do the same. Because not because I cannot do, but he comes to see what I am, not because I have problems, or you can see that he is a very important person. I am doing my best, I am doing what I know for everybody, I will do the same. Is</p>	<p>Helpful Keeping integrity Honesty equality</p>
<p>Interviewee: I think its very good what we have its because you have diversity, its everything together. If you want to go to the forest, okay. If you don't, okay, if</p>	<p>Diversity nature</p>
<p>me we are receiving a guy that knows a lot about birds and knows about animals too. And he is preparing, I think for his, uhh clients, of birds, they are coming here to see the Golden Lion Tamarin, they are seeing the Golden Lion Tamarin but they are staying here. And here they are teaching us how to prepare to see the birds,</p>	<p>New opportunities Ambition Learning new things</p>
<p>probably in the future I will learn how to do with the birds oh I can say the name of the birds. It's</p>	<p>Ambition</p>
<p>I'm not amazon, but I have a river, I have forest, I have nursery, I have organic, I have kids, I have space to have time.</p>	<p>Honesty integrity</p>
<p>, I don't want to construct things for years ahead,</p>	<p>Feeling overwhelmed</p>
<p>Improve the situation, improve to say to people that I exist, improving who will say this, me or not, if we can do this in a normal way, systematize this for anybody, improving myself, if I have to do this for long maybe it's easier for me in the future, I have to do this, but not for long. I</p>	<p>Continuing with existing situation Improving/ innovating</p>
<p>I imagine I am the sun, I imagine this (laughs), I am the sun and will bring light for everyone here. If I have the uhh, the school coming, I can put light in other things, for the orchids, the nursery, tourism, for the golden lion tamarin, because I have many people here, I have the children and I have, I can uhh work with the teacher, I can tell in a different way, maybe they can know, I have the bird watching and I think this, if we have light here this is, can multiply for the other sides, that is why I think it's the more important. Because its bigger than the other, it's possible but bigger than the other and then I can improve things without thinking in these situations</p>	<p>Linking pin Helpful Seeing bigger picture Helping locals</p>

<p>if I can do something in a different or there we have special things, there you can see that sustainable is possible, there they change the nature, they have the golden lion tamarin, I don't know the goal. The</p>	<p>Making a difference Sustainability Nature</p>
<p>they don't know if they can feel exclusion.</p>	<p>Want to include locals</p>
<p>. We need forests, its real, but if you say for people that live here that water is a problem, they don't believe you, because they have this all their lives. Sometimes they don't have water, but it's not a problem because they think rain is coming, but this is not coming forever. And maybe it's true for them, if you talk to someone that have 70 or 50, what will really change for them. They don't believe they are, they can really change something. That is why we can work here a lot, more than we used to do.</p>	<p>Unawareness of human impact on the nature sustainability</p>
<p>if I have a project that we can do this together, because if I do by myself again and I do something wrong I will say to myself ohh I don't have time anymore to do this anymore again.</p>	<p>Needs help Too little time to try again</p>

1.2 Initial Thematic Map



1.3 Final Thematic Map



1.4 Final coding

Text	Initial coding	Theme	Final coding
many opportunities, many opportunities here.	Opportunities	community	culture
I can't say now I have time to be free and I have to, if I am with Ayrton, he don't know how to stop and if I do, I am looking all the time to do something. But I don't know if it's a problem, I really don't know, if I uhh need time to have this kind of leisure in a purity.	Blurred lines between leisure and work	Experience	attitude
. I think we need time to change things for the new generation, and we can't say this oh you have to do this because you have to open your mind. Because, can understand?	Innovation for the new generation	Experience	attitude
I never imagined I would come here, but really I am not doing something thinking that my son, one or the other or anybody wants to come here, to do what I am doing. I know the future is gonna be different, but I am doing what I think is good, sometimes I am doing because someone says its good and I am too and sometimes I don't know what, what uhh what is really uhhh I don't know the answer. But I am doing, sometimes you imagine something but the answer is completely different, but not because its different it's bad.	Knowledge about daily activities Vision of the future	Experience	attitude
I have dreams, I have to solve problems, I can help people, I can do something for the children, something for the future, something I believe in or for my sons, even if they are not here, because I am doing it like this (...)	Helping others Ambition	Values community	Instrumental values

something like this (...) for the city. For people that I don't know			
they like because this is our life and this is real	Familiarity	experience	culture
Because we have the nature, the air fresh, we have uhh simple things, but many things. And we have different experience, uhh we have the golden lion tamarin, even if you don't see, they are here and if you want to see, you can do things in a different way and uhh (...) but the challenge is, because its very difficult to put this in a pot.	Diversity Cannot put it a box Difficult to make one main picture	surroundings	surroundings
I don't need a 100 people every day, I need 20 people every day or 20 people every weekend. The variation is 20 people or 1000 people every year, if I have this every year I can improve many things and improve myself, I can improve things I can do for other, for the community.	Importance of community Keeping integrity Improving the little things	Community values	Instrumental values
That is why in this time, we are looking for, uh challenges how we can improve and to find this kind of people, people that want this things and think that it's not a problem that we sometimes don't have light and sometimes don't have Wi-Fi and sometimes don't want nothing and only doing this, be in the nature,	Simplicity Nature Back to basic Open-minded people	Surroundings Values attitude	Attitude
But if they learn something different, in my city we have this and this is power and I think it's something like this. The challenges are changing, or to find people or	Empowering locals	community	Culture
people from Silva Jardim have to see that they are important like anybody.	Lack of knowledge or pride	community	Culture

they have the rights, if you can do, I can do to. Its for everybody, it's for them.	Necessity of empowerment	community	Culture
But how the people don't do nothing, but they don't know how to do	Lack or knowledge	community	Culture
How do I solve this without politicians, I don't know, maybe it's not possible. Maybe we have people that don't do nothing, but say they are doing this, or we have corruption. I am doing, but they are doing nothing.	Corruption	community	Culture
because sometimes ahh this is not function in the past but now I have experience this is good or this not, or wrong, but its good in a wrong time and try again.	Determination Ambition	values	Instrumental values
we go to the city, they talk, people can see they are here. Like you say the text and the photo, because they see the people and they are really here and again and again, maybe I can, I can't it's something that is right	Showing people how to make a difference	community	culture
why do we have Holland and Germany and France and Denmark and very good countries sending people here and I don't know what I have here. Or (...) what they are seeing, that I am not	Unclarity about interests of tourist Good connection	Experience community	attitude
If you are in Rio de Janeiro, you came to Brazil, because you like Brazil, but if you come here, to Silva Jardim. Why are you coming here? We don't have many things here, only golden lion tamarin. Maybe it's the golden lion tamarin, but maybe not, many people are coming here and never see this.	Silva Jardim brings special people Not the typical people	Experience	Attitude
We can uh.. you are changing little things, but special things.	Innovation Helping Change	Values Attitude	Instrumental values

more like uh a way to connect people if they want to.	Connectivity	community	Culture
but I think we can do more, than we are doing. Maybe we can do a calendar or uhh we can ohh sorry, something like that,	Ambition for new things	values	Instrumental values
For people to come here and go drinking and go away is not easy, because we are not in a city, because we don't have anything and people for Silva Jardim don't know what it is. So normally it is for the tourist and then it's difficult, how can we connect this?	Difficulties because of location	experience	Travel distance
prefer small things I can do more things,	Keeping integrity Keeping it close to herself	values	Instrumental values
And uhh something that I think is normal in brazil, normally in brazil when you say party, people think it's has to be for 100 people and when you have only 30 that is not okay. Something like that, that is why I don't like too much.	Prefer small group of people	experience	Attitude
it's not common, you have in Brazil like us, me and Ayrton, people that have many opportunities in the city and we decide to come here. And we are working here, we are talking to people, doing the dishes, taking care of the house, we are having a swe, they don't have this. When they are here they can see it is real.	Sharing Open atmosphere	experience	Attitude
the connection the people can have is something they can have here. It's like oh I go there cause there are many interesting people, international people, people who work all over the world or know many things. We can talk for everything, I can try this and eat pizza, but not only this. I don't know how I can do	Linking pin between local and international	community	Attitude

this for people like local people. And			
yes, I do, but I don't know why and how. Because I used to do this and I never (...) sometimes I never, but I know that I can't do. I am, I am, I am who I am. If you don't like, that is okay.	Creating an open atmosphere Unawareness of why	Experience	Attitude Culture
Everything he is demanding I will try to do, because I really can do. One day I tell him, I never have problem with anyone, I don't know who is, but I can say to you if he is the king of England I will do the same. Because not because I cannot do, but he comes to see what I am, not because I have problems, or you can see that he is a very important person. I am doing my best, I am doing what I know for everybody, I will do the same.	Helpful Keeping integrity Honesty equality	values	Instrumental values
I think it's very good what we have its because you have diversity, its everything together. If you want to go to the forest, okay. If you don't, okay, if	Diversity nature	surroundings	Surroundings
me we are receiving a guy that knows a lot about birds and knows about animals too. And he is preparing, I think for his, uhh clients, of birds, they are coming here to see the Golden Lion Tamarin, they are seeing the Golden Lion Tamarin but they are staying here. And here they are teaching us how to prepare to see the birds,	New opportunities Ambition Learning new things	community	Instrumental values
probably in the future I will learn how to do with the birds oh I can say the name of the birds. It's	Ambition	values	Instrumental values
I'm not amazon, but I have a river, I have forest, I have nursery, I have organic, I have kids, I have space to have time.	Honesty integrity	values	Instrumental values

I don't want to construct things for years ahead,	Feeling overwhelmed	attitude	Attitude
Improve the situation, improve to say to people that I exist, improving who will say this, me or not, if we can do this in a normal way, systematize this for anybody, improving myself, if I have to do this for long maybe it's easier for me in the future, I have to do this, but not for long. I	Continuing with existing situation Improving/ innovating	community	Attitude
I imagine I am the sun, I imagine this (laughs), I am the sun and will bring light for everyone here. If I have the uhh, the school coming, I can put light in other things, for the orchids, the nursery, tourism, for the golden lion tamarin, because I have many people here, I have the children and I have, I can uhh work with the teacher, I can tell in a different way, maybe they can know, I have the bird watching and I think this, if we have light here this is, can multiply for the other sides, that is why I think it's the more important. Because its bigger than the other, it's possible but bigger than the other and then I can improve things without thinking in these situations	Linking pin Helpful Seeing bigger picture Helping locals	community	Attitude
if I can do something in a different or there we have special things, there you can see that sustainable is possible, there they change the nature, they have the golden lion tamarin, I don't know the goal.	Making a difference Sustainability Nature	Community Surroundings	Surroundings Attitude
they don't know if they can feel exclusion.	Want to include locals	community	Attitude
We need forests, its real, but if you say for people that live here that water is a problem, they don't believe you, because they have this all their lives.	Unawareness of human impact on the nature sustainability	Experience	Culture

Sometimes they don't have water, but it's not a problem because they think rain is coming, but this is not coming forever. And maybe it's true for them, if you talk to someone that have 70 or 50, what will really change for them. They don't believe they are, they can really change something. That is why we can work here a lot, more than we used to do.			
If I have a project that we can do this together, because if I do by myself again and I do something wrong I will say to myself ohh I don't have time anymore to do this anymore again.	Needs help Too little time to try again	attitude	Attitude

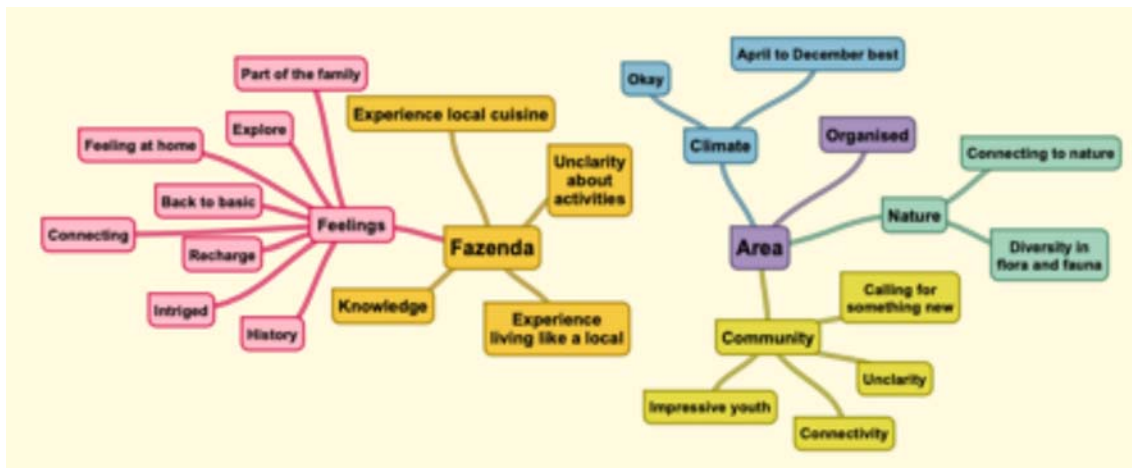
Chapter 3: Interview 3

1.1 Initial Coding

Text	Code
the first impression I had was that the city was organised, the neighbourhood was very organised	Organised
when I met the people, I was very uhh it was incredible, because I see smart youth with ideas to change things and very good people with education and how they could communicate with each other and with me. It was very interesting (...) it was a very good perception. And the place is very beautiful, yes	Local community is important Impressed by youth
I prefer to be uhh to be in the nature than in a city	Prefers nature
the food was really, is very very good and they are very familiar. The place is very nice to be here, because they are treating you like you are one of the uhh one of the family, yeah.	Feeling at home Part of the family
I prefer going to be, live with people that are local. All the places that I go to for being outside, I prefer to be going with local. Yeah	Experience living like a local
when I think here in a way more to connected to the forest. And anything related to the forest.	Connecting to nature
believe the trees are part of the story and maybe included in the story, that would be very interesting.	Connecting to nature
believe this could not be a information only, I believe it has more value to contextualizar, contextualise this place like when	History adds value
. I was talking with Ayrton, he was talking about Mandioca, what are the process to cook with mandioca and all of this. They have many things they know and can talk about.	Knowledge about food, and area Feeling intrigued by local cuisine

	Feeling engaged by family
If came here what would, what can I do with my family, I am not sure. I know that there is Aldeia and that there is a river and that they have waterfalls. It is supposed to be beautiful	Day trips
the climate here, the climate is a little uhmm I don't know, from the last days here, uhh it was raining, but Rio was raining more than here. I believe here is more uhh, I don't know how it works, maybe rains more in here or in the north because of the mountains.	Climate is ok
April to December is really nice, the	Best time to travel
, it was amazing what he said, here is the, one of the the number of species that we have here, is like the amazon. We have more species here than the amazon, the mico leão is here that is something that I do know. I believe that this information (..)	Diversity in fauna
nature in general, not only one. Because if you say it is only the Mico, it is strange because you have a big forest, you have other species. So where are the other species then?	Diversity in flora
believe that when I try to find, because I am a kind of person that I like to find nature.	Nature lover
, I can try to gather it here, the information about Silva Jardim as another option. I believe maybe this is a good way to start.	Unclarity of information
people that like nature, yeha, it's a different kind of people I believe	Nature lover
they like to hike, or sleep in a tent, really these kind of people	Back to basic
its fun! For me its fun	Back to basic Explore
yes, really disconnected, connected for the nature?	Recharge disconnect
No connected with the people that are here and that I am with	Connect and disconnect
yes sure, I completely agree. This is exactly the sensation to, to have your battery full again	Recharching
there is a certain energy here. There is calling here, the type of people, something in the place really the energy that is calling for a change, really a change. That is calling for something to show what they have and make this place happen. I never saw this in any other place and it was really amazing, yeah.	Calling for something new Innovation connectivity

1.2 Initial Thematic Map



1.3 Final Thematic Map



1.4 Final coding

Text	Initial coding	Theme	Final coding
the first impression I had was that the city was organised, the neighbourhood was very organised	Organised	territory	Surroundings
when I met the people, I was very uhh it was incredible, because I see smart youth with ideas to change things and very good people with education and how they could communicate with each other and with me. It was very interesting (...) it was a very good perception. And the place is very beautiful, yes	Local community is important Impressed by youth	community	Culture
I prefer to be uhh to be in the nature than in a city	Prefers nature	surroundings	surroundings
the food was really, is very very good and they are very familiar. The place is very nice to be here, because they are treating you like you are one of the uhh one of the family, yeah.	Feeling at home Part of the family	attitude	Attitude
I prefer going to be, live with people that are local. All the places that I go to for being outside, I prefer to be going with local. Yeah	Experience living like a local	experience	Attitude
when I think here in a way more to connected to the forest. And anything related to the forest.	Connecting to nature	surroundings	Surroundings
the trees are part of the story and maybe included in the story, that would be very interesting.	Connecting to nature	surroundings	Surroundings
believe this could not be a information only, I believe it has more value to contextualizar, contextualise this place like when	History adds value	values	Attitude
I was talking with Ayrton, he was talking about Mandioca, what are the process to cook with	Knowledge about food, and area	experience	Instrumental values

mandioca and all of this. They have many things they know and can talk about.	Feeling intrigued by local cuisine Feeling engaged by family		
If came here what would, what can I do with my family, I am not sure. I know that there is Aldeia and that there is a river and that they have waterfalls. It is supposed to be beautiful	Day trips	surroundings	Surroundings
the climate here, the climate is a little uhmm I don't know, from the last days here, uhh it was raining, but Rio was raining more than here. I believe here is more uhh, I don't know how it works, maybe rains more in here or in the north because of the mountains.	Climate is ok	climate	Climate
April to December is really nice, the	Best time to travel	climate	Climate
, it was amazing what he said, here is the, one of the the number of species that we have here, is like the amazon. We have more species here than the amazon, the mico leão is here that is something that I do know. I believe that this information (..)	Diversity in fauna	surroundings	Surroundings
nature in general, not only one. Because if you say it is only the Mico, it is strange because you have a big forest, you have other species. So where are the other species then?	Diversity in flora	surroundings	Surroundings
believe that when I try to find, because I am a kind of person that I like to find nature.	Nature lover	Attitude	Attitude
I can try to gather it here, the information about Silva Jardim as another option. I believe maybe this is a good way to start.	Unclarity of information	experience	Attitude
people that like nature, yeah, it's a different kind of people I believe	Nature lover	attitude	Attitude

they like to hike, or sleep in a tent, really these kind of people	Back to basic	values	Terminal values
its fun! For me its fun	Back to basic Explore	values	Terminal values
yes, really disconnected, connected for the nature?	Recharge Disconnect	values	Lifestyle
No connected with the people that are here and that I am with	Connect and disconnect	attitude	Lifestyle
yes sure, I completely agree. This is exactly the sensation to, to have your battery full again	Recharging	values	Lifestyle
there is a certain energy here. There is calling here, the type of people, something in the place really the energy that is calling for a change, really a change. That is calling for something to show what they have and make this place happen. I never saw this in any other place and it was really amazing, yeah.	Calling for something new Innovation connectivity	community	Culture

Chapter 4: Interview 4

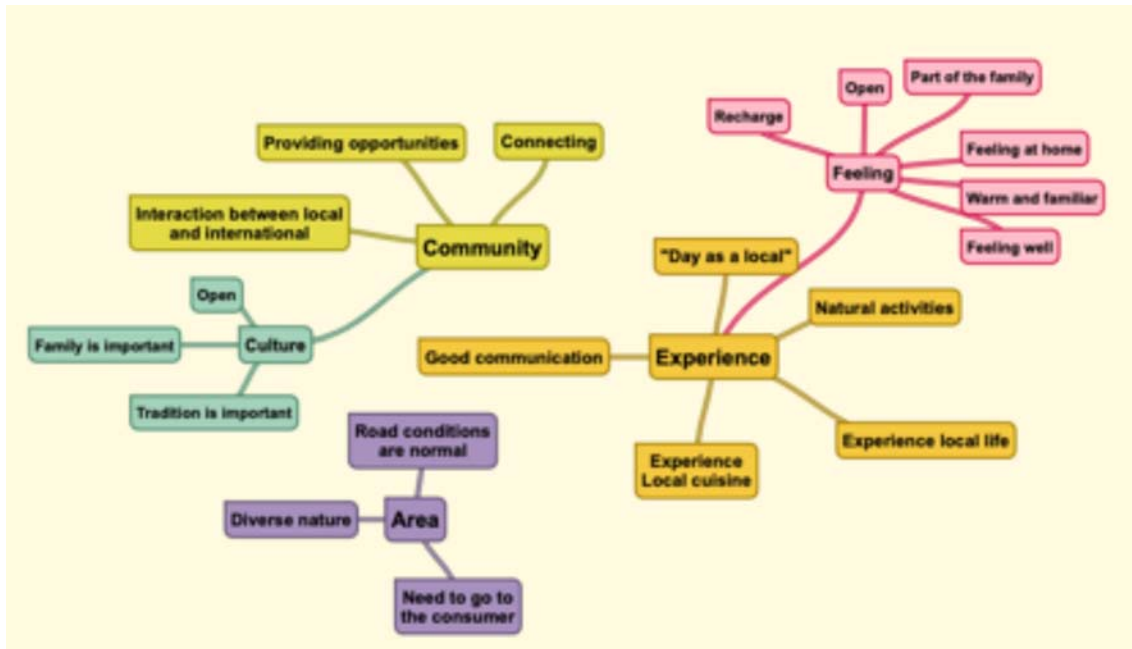
1.1 Initial Coding

Text	Code
uhh I feel like my backyard and when I go to like big cities, I go but its not the same. I will go, but I want uhh I don't know its not the same. It is ours, this is like I does, I don't belong in this place, I can have a house in that place and live in there the entire week but on the weekend when I come back on the weekend I feel really calm and I know that this is my home, this is my place. So I feel really good in Silva Jardim.	Feeling at home
Silva Jardim, I try to spend my days with family and friends and go to the uhh I don't know, when its hot I like to go to a river or a waterfall in Pirineus or Aldeia Velha. This kind of place	Natural activities
t's really good, I am meeting all the people here uhm I feel very uhmm like, I don't know, the people receive us very well, like the owners, Ayrton and Ana-Beatriz and the people from Holland, the organizations of the program. I think I have a very good impression.	Good communication Open atmosphere

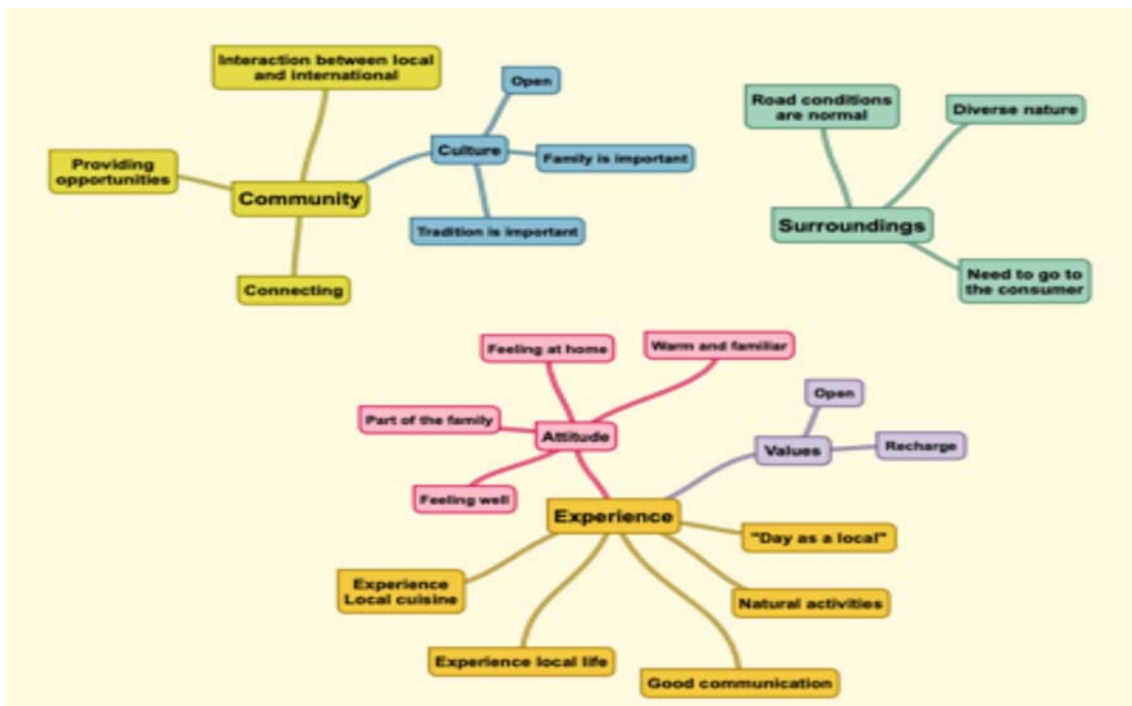
Because my parents have a farm to, so I am used to go. Right now, I am not going to much, but when I was younger I was always there.	Family is important
Even now my birthday party, I have, I always make my party there. Because it became like a thing, you know every year, we had to have a party there because it's the time when we put together like all the friends, all the family and if I don't wanna do it's like no you have to do because its part, its tradition you know.	Tradition part of daily life
this it's just normal. It's just, I don't feel it's really far, it's just some minutes, like 10 minutes by car so it's really fine. I don't really see a problem or good, actually I can see the good	Road conditions are normal
I feel in peace and everywhere we look around there is no, uh how do we say, there is no chaos, you know. So whatever you do, you are like, I am in peace and I am good here. So that is it.	Feeling well
yes, I could say there. If you are for like a week in a big city, or even if you are not in a big city but working every day and that would probably be something you don't appreciate. And you come here and do something that you like, maybe it is something that you like is go uhh ride a horse and like uhh put the calls together. Something like that, I feel like there are a lot of possibilities here to put together.	Recharging in Imbau
The normal things that I will suppose that everybody could like is the waterfalls and river and hh Juturnaiba lake uhh maybe go to some kind of party, but like a pagoda party.	Experiencing the local culture
yes, so pagode, and go to uhh, usually when there is pagode there is something like a BBQ or feijoada. So probably its uhh nice experience for somebody from Holland.	Experiencing the local cuisine
yes, yes. Yeah, I think so, like hhh things the regular person does here. It doesn't make sense, I don't know	Experiencing a day as a local
f there is international people here ,uhmm we have the possibility of connecting these people to a different culture and see, to see like uhh like a different perspective from like a the world, but their own city	Connecting local community Providing opportunities
So this conversation I think is very important, if we have somehow to keep this uhm this exchange I think its pretty good for this city. So I don't, I think it would be a big gain for the city if people could go here. Uhh if they have persons that speak like English or like another language and they are trying to communicate, they are going to be like stimulated to learn and develop that language and its going to be good for them, because the possibilities increase.	Interaction between international and local
the good thing about Silva Jardim is the feeling ,the experience ,the sensation, this how you feel embraced for the people and like how to, how to show these to the tourists before hey come here.	Open attitude Warm and familiar Becoming part of the family
my group have an idea of virtual reality, vr. And like, taking the glasses on like Corcovado, Rio and maybe some travel agency in Rio or who know in europe and like in this video on the virtual reality there are many possibilities. You know so there is the possibility of like	Innovation Going to the consumer

<p>grabbing the organic foods on the grounds, you have the possibility of like floating in a river and like looking at the sky and trees, have the possibility of riding a bike and the sun comes down, you know 5 o'clock or 6. You have so many possibilities, you have the opportunity to be like I don't wanna do nothing so im, im just laying down in this net. I don't know if the net is correct?</p>	
<p>so Im just laying down with my sock on, on a grey day, little cold just looking at the mountains and the green and the water falling. So there is so many things, like the horse, like going into the river, like so many possibilities to have in a video and make this people like uhh feel, like just a taste uhh</p>	<p>Moving a person emotionally</p>

1.2 Initial Thematic Map



1.3 Final Thematic Map



1.4 Final coding

Text	Initial coding	Theme	Final coding
<p>uhh I feel like my backyard and when I go to like big cities, I go but its not the same. I will go, but I want uhh I don't know its not the same. It is ours, this is like I does, I don't belong in this place, I can have a house in that place and live in there the entire week but on the weekend when I come back on the weekend I feel really calm and I know that this is my home, this is my place. So I feel really good in Silva Jardim.</p>	<p>Feeling at home</p>	<p>Attitude</p>	<p>Attitude</p>
<p>Silva Jardim, I try to spend my days with family and friends and go to the uhh I don't know, when its hot I like to go to a river or a waterfall in Pirineus or Aldeia Velha. This kind of place</p>	<p>Natural activities</p>	<p>Experience</p>	<p>Surroundings</p>
<p>It's really good, I am meeting all the people here uhm I feel very uhmm like, I don't know, the people receive us very well, like the owners, Ayrton and Ana-Beatriz and the people from Holland, the organizations of the</p>	<p>Good communication Open atmosphere</p>	<p>Experience</p>	<p>Attitude</p>

program. I think I have a very good impression.			
Because my parents have a farm to, so I am used to go. Right now, I am not going to much, but when I was younger I was always there.	Family is important	culture	Culture
Even now my birthday party, I have, I always make my party there. Because it became like a thing, you know every year, we had to have a party there because it's the time when we put together like all the friends, all the family and if I don't wanna do it's like no you have to do because its part, its tradition you know.	Tradition part of daily life	culture	Culture
this it's just normal. It's just, I don't feel it's really far, it's just some minutes, like 10 minutes by car so it's really fine. I don't really see a problem or good, actually I can see the good	Road conditions are normal	surroundings	Travel distance
I feel in peace and everywhere we look around there is no, uh how do we say, there is no chaos, you know. So whatever you do, you are like, I am in peace and I am good here. So that is it.	Feeling well	Attitude	Attitude
yes, I could say there. If you are for like a week in a big city, or even if you are not in a big city but working every day	Recharging in Imbau	values	Lifestyle

<p>and that would probably be something you don't appreciate. And you come here and do something that you like, maybe it is something that you like is go uhh ride a horse and like uhh put the calls together. Something like that, I feel like there are a lot of possibilities here to put together.</p>			
<p>The normal things that I will suppose that everybody could like is the waterfalls and river and hh Juturnaiba lake uhh maybe go to some kind of party, but like a pagoda party.</p>	Experiencing the local culture	Experience	Culture
<p>yes, so pagode, and go to uhh, usually when there is pagode there is something like a BBQ or feijoada. So probably its uhh nice experience for somebody from Holland.</p>	Experiencing the local cuisine	Experience	Culture
<p>yes, yes. Yeah, I think so, like hhh things the regular person does here. It doesn't make sense, I don't know</p>	Experiencing a day as a local	Experience	Culture
<p>If there is international people here ,uhmm we have the possibility of connecting these people to a different culture and see, to see like uhh like a different perspective from like a the world, but their own city</p>	Connecting local community Providing opportunities	community	Culture

<p>So this conversation I think is very important, if we have somehow to keep this uhm this exchange I think its pretty good for this city. So I don't, I think it would be a big gain for the city if people could go here. Uhh if they have persons that speak like English or like another language and they are trying to communicate, they are going to be like stimulated to learn and develop that language and its going to be good for them, because the possibilities increase.</p>	<p>Interaction between international and local</p>	<p>Community</p>	<p>Attitude</p>
<p>the good thing about Silva Jardim is the feeling ,the experience ,the sensation, this how you feel embraced for the people and like how to, how to show these to the tourists before hey come here.</p>	<p>Open attitude Warm and familiar Becoming part of the family</p>	<p>Attitude</p>	<p>Attitude</p>
<p>my group have an idea of virtual reality, vr. And like, taking the glasses on like Corcovado, Rio and maybe some travel agency in Rio or who know in europe and like in this video on the virtual reality there are many possibilities. You know so there is the possibility of like grabbing the organic foods on the grounds, you have the possibility</p>	<p>Innovation Going to the consumer</p>	<p>Values surroundings</p>	<p>Terminal values</p>

<p>of like floating in a river and like looking at the sky and trees, have the possibility of riding a bike and the sun comes down, you know 5 o'clock or 6. You have so many possibilities, you have the opportunity to be like I don't wanna do nothing so im, im just laying down in this net. I don't know if the net is correct?</p>			
<p>so Im just laying down with my sock on, on a grey day, little cold just looking at the mountains and the green and the water falling. So there is so many things, like the horse, like going into the river, like so many possibilities to have in a video and make this people like uhh feel, like just a taste uhh</p>	<p>Moving a person emotionally</p>	<p>Experience</p>	<p>Attitude</p>

Appendix VIII: Codebook Quantitative sampling

In the following appendix a codebook is given in order to understand the gathered dataset. First, an explanation of the steps on how to clean the data is given. Afterwards, an explanation is given of the measurement levels. Afterwards, the dataset has been presented into tables including the percentages, measurement levels, data missing, labels and values. As the questionnaire was provided to the target group in German, a translation of the questions and answers will be provided. After establishing this, the frequency tables used as well as the Chi Squares will be illustrated.

1. Cleaning up the data.

1. Take out the respondents who do not belong to the target group
2. Take out respondents who spent less than 3 minutes on the survey
3. Take out respondents who completed the total survey for less than 70%
4. Computed all of the missing values into the number 0.
A missing value will be registered in SPSS as a question mark (?) or a dot (.). In order to be able to make a valuable analysis, these variables had to be computed into the number 0.
5. Computing the variables age, into a new variable given them 3 different groups instead of 5. Creating less cells, this way a chi square can be better interpreted.

2. Measurement levels

After cleaning up the data, for each value a measurement level was applied. There are three different measurement levels:

Nominal: Illustrates that each value represents something different.

Ordinal: Illustrates that values are different and that they can be ordered meaningfully

Scale: the values are different, they can be ordered meaningfully and the distance between two values is the same

3. Overview of the dataset

Q1			
	Value	Count	Percent
Label	Wie alt sind Sie?		
Measurement	Ordinal		
Valid Values:	1	21 – 25	114 52.8%
	2	26 - 30	45 21.0%
	3	31 - 35	15 7.0%
	4	36 - 40	7 3.3%
	5	41 - 45	8 3.7%
	6	46 - 50	6 2.8%
	7	51 - 55	20 9.3%
Missing Values		8 > 55	0

Q2			
	Value	Count	Percent
Label	Bitte geben Sie ihr Geschlecht an		
Measurement	Nominal		
Valid Values:	1	Männlich	67 31.3%
	2	Weiblich	146 68.2%
	3	Divers	1 0.5%

Q3			
	Value	Count	Percent
Label	Wie ist ihr aktueller Lebensstatus?		
Measurement	Nominal		
Valid Values: 1	1	Single	105 49.1%
	2	Verheiratet	36 16.8%
	3	Geschieden	5 2.3%
	4	Anderes	68 31.8%

Q4			
	Value	Count	Percent
Label	Ernähren Sie sich Vegetarisch oder Vegan?		
Measurement	Nominal		
Valid Values: 1	1	Vegetarisch	43 20.1%
	2	Vegan	18 8.4%
	3	Weder noch	153 71.5%

VAL_1			
	Value	Count	Percent
Standard Attributes	Position	22	
Label	Das bin ich 1: Innere Harmonie		
Measurement	Nominal		
Valid Values:	0: Non-response	158	73.8%
1	1: Innere Harmonie	56	26.2%

VAL_2			
	Value	Count	Percent
Standard Attributes	Position	23	
Label	Das bin ich 2: Alleine		
Measurement	Nominal		
Valid Values	0: Non-response	192	89.7%
1	1: Alleine	22	10.3%

VAL_3			
	Value	Count	Percent
Standard Attributes	Position	24	
Label	Das bin ich 3: Zusammen		
Measurement	Nominal		
Valid Values	0: Non-response	140	65.4%
1	1: Zusammen	74	34.6%

VAL_4			
	Value	Count	Percent
Standard Attributes	Position	25	
Label	Das bin ich 4: Glücklich		
Measurement	Nominal		
Valid Values	0: Non-response	114	53.3%
1	4: Glücklich	100	46.7%

VAL_5			
	Value	Count	Percent
Standard Attributes	Position	26	
Label	Das bin ich 5: Selbstachtung		
Measurement	Nominal		
Valid Values	0: Non-response	119	55.6%
1	5: Selbstachtung	95	44.4%

VAL_6			
	Value	Count	Percent
Standard Attributes	Position	27	
Label	Das bin ich 6: Nachhaltig		
Measurement	Nominal		
Valid Values	0: Non-response	147	68.7%
1	6: Nachhaltig	67	31.3%

VAL_7			
	Value	Count	Percent
Standard Attributes	Position	28	
Label	Das bin ich 7: Hilfreich		
Measurement	Nominal		
Valid Values	0: Non-response	109	50.9%
1	7: Hilfreich	105	49.1%

VAL_8			
	Value	Count	Percent
Standard Attributes	Position	29	
Label	Das bin ich 8: Freiheit		
Measurement	Nominal		
Valid Values	0: Non-response	111	51.9%
1	8: Freiheit	103	48.1%

VAL_9			
	Value	Count	Percent
Standard Attributes	Position	30	
Label	Das bin ich 9: Weltfrieden		
Measurement	Nominal		
Valid Values	0: Non-response	128	59.8%
1	9: Weltfrieden	86	40.2%

VAL_10			
	Value	Count	Percent
Standard Attributes	Position	31	
Label	Das bin ich 10: Ehrgeizig		
Measurement	Nominal		
Valid Values	0: Non-response	127	59.3%
1	10: Ehrgeizig	87	40.7%

VAL_11			
	Value	Count	Percent
Standard Attributes	Position	32	
Label	Das bin ich 11: Verantwortlich		
Measurement	Nominal		
Valid Values	0: Non-response	96	44.9%
1	11: Verantwortlich	118	55.1%

VAL_12			
	Value	Count	Percent
Standard Attributes	Position	33	
Label	Das bin ich 12: Ehrlich		
Measurement	Nominal		
Valid Values	0: Non-response	100	46.7%
1	12: Ehrlich	114	53.3%

VALN_1			
	Value	Count	Percent
Standard Attributes	Position	34	
Label	Neutral 1: Innere Harmonie		
Measurement	Nominal		
Valid Values	0: Non-response	148	69.2%
1	1: Innere Harmonie	66	30.8%

VALN_2			
	Value	Count	Percent
Standard Attributes	Position	35	
Label	Neutral 2: Alleine		
Measurement	Nominal		
Valid Values	0: Non-response	165	77.1%
1	2: Alleine	49	22.9%

VALN_3			
	Value	Count	Percent
Standard Attributes	Position	36	
Label	Neutral 3: Zusammen		
Measurement	Nominal		
Valid Values	0: Non-response	154	72%
1	3: Zusammen	60	28.0%

VALN_4			
	Value	Count	Percent
Standard Attributes	Position	37	
Label	Neutral 4: Glücklich		
Measurement	Nominal		
Valid Values	0: Non-response	171	79.9%
1	4: Glücklich	43	20.1%

VALN_5			
	Value	Count	Percent
Standard Attributes	Position	38	
Label	Neutral 5: Selbstachtung		
Measurement	Nominal		
Valid Values	0: Non-response	173	80.8%
1	5: Selbstachtung	41	19.2%

VALN_6			
	Value	Count	Percent
Standard Attributes	Position	39	
Label	Neutral 6: Nachhaltig		
Measurement	Nominal		
Valid Values	0: Non-response	155	72.4%
1	6: Nachhaltig	59	27.6%

VALN_7			
	Value	Count	Percent
Standard Attributes	Position	40	
Label	Neutral 7: Hilfreich		
Measurement	Nominal		
Valid Values	0: Non-response	174	81.3%
1	7: Hilfreich	40	18.7%

VALN_8			
	Value	Count	Percent
Standard Attributes	Position	41	
Label	Neutral 8: Freiheit		
Measurement	Nominal		
Valid Values	0: Non-response	169	79%
1	8: Freiheit	45	21.0%

VALN_9			
	Value	Count	Percent
Standard Attributes	Position	42	

Label	Neutral 9: Weltfrieden		
Measurement	Nominal		
Valid Values	0: Non-response	157	73.4%
1	9: Weltfrieden	57	26.6%

VALN_10			
	Value	Count	Percent
Standard Attributes	Position	43	
Label	Neutral 10: Ehrgeizig		
Measurement	Nominal		
Valid Values	0: Non-response	164	76.6%
1	10: Ehrgeizig	50	23.4%

VALN_11			
	Value	Count	Percent
Standard Attributes	Position	44	
Label	Neutral 11: Verantwortlich		
Measurement	Nominal		
Valid Values	0: Non-response	184	86%
1	11: Verantwortlich	30	14.0%

VALNI_1			
	Value	Count	Percent
Standard Attributes	Position	46	
Label	Das bin ich nicht 1: Innere Harmonie		
Measurement	Nominal		
Valid Values	0: Non-response	187	87.4%
1	yes	27	12.6%
2	no	0	0.0%

VALNI_2			
	Value	Count	Percent
Standard Attributes	Position	47	
Label	Das bin ich nicht 2: Alleine		
Measurement	Nominal		
Valid Values	0: Non-response	137	64%
1	2: Alleine	77	36.0%

VALNI_3			
	Value	Count	Percent
Standard Attributes	Position	48	
Label	Das bin ich nicht 3: Zusammen		
Measurement	Nominal		
Valid Values	0: Non-response	199	93%
	1 3: Zusammen	15	7.0%

VALNI_4			
	Value	Count	Percent
Standard Attributes	Position	49	
Label	Das bin ich nicht 4: Glücklich		
Measurement	Nominal		
Valid Values	0: Non-response	207	96.7%
	1 4: Glücklich	7	3.3%

VALNI_5			
	Value	Count	Percent
Standard Attributes	Position	50	
Label	Das bin ich nicht 5: Selbstachtung		
Measurement	Nominal		
Valid Values	0: Non-response	201	93.9%
	1 5: Selbstachtung	13	6.1%

VALNI_6			
	Value	Count	Percent
Standard Attributes	Position	51	
Label	Das bin ich nicht 6: Nachhaltig		
Measurement	Nominal		
Valid Values	0: Non-response	191	89.3%
	1 6: Nachhaltig	23	10.7%

VALNI_7			
	Value	Count	Percent
Standard Attributes	Position	52	
Label	Das bin ich nicht 7: Hilfreich		
Measurement	Nominal		
Valid Values	0: Non-response	209	97.7%
1	7: Hilfreich	5	2.3%

VALNI_8			
	Value	Count	Percent
Standard Attributes	Position	53	
Label	Das bin ich nicht 8: Freiheit		
Measurement	Nominal		
Valid Values	0: Non-response	212	99.1%
1	8: Freiheit	2	0.9%

VALNI_9			
	Value	Count	Percent
Standard Attributes	Position	54	
Label	Das bin ich nicht 9: Weltfrieden		
Measurement	Nominal		
Valid Values	0: Non-response	209	97.7%
1	9: Weltfrieden	5	2.3%

VALNI_10			
	Value	Count	Percent
Standard Attributes	Position	55	
Label	Das bin ich nicht 10: Ehrgeizig		
Measurement	Nominal		
Valid Values	0: Non-response	201	93.9%
1	10: Ehrgeizig	13	6.1%

VALNI_11			
	Value	Count	Percent
Standard Attributes	Position	56	
Label	Das bin ich nicht 11: Verantwortlich		
Measurement	Nominal		
Valid Values	0: Non-response	212	99.1%
	1 11: Verantwortlich	2	0.9%

VALNI_12			
	Value	Count	Percent
Standard Attributes	Position	57	
Label	Das bin ich nicht 12: Ehrlich		
Measurement	Nominal		
Valid Values	0: Non-response	212	99.1%
	1 12: Ehrlich	2	0.9%

Q6			
	Value	Count	Percent
Standard Attributes	Position	58	
Label	Ist Ihnen innere Harmonie wichtig?		
Measurement	Nominal		
Valid Values	Non-Response	1	0.5%
1	Ja	187	87.4%
2	Nein	26	12.1%

Q8			
	Value	Count	Percent
Standard Attributes	Position	60	
Label	Ist Schönheit für Sie wichtig?		
Measurement	Scale		
N	Valid	214	
Missing		0	
Central Tendency and Dispersion	Mean	1.33	
Standard Deviation	.499		
Labeled Values	Ja	138	64.5%
	2 Nein	73	34.1%

Q9			
	Value	Count	Percent
Standard Attributes	Position	61	
Label	Wenn ja, zählt die innere Schönheit mehr oder weniger als die körperliche Schönheit?		
Measurement	Ordinal		
Valid Values	Non-response	76	35.5%
1	mehr	78	36.4%
2	so viel wie körperliche schönheit	50	23.4%
3	weniger	10	4.7%

Q10			
	Value	Count	Percent
Standard Attributes	Position	62	
Label	Denken Sie das man sein eigenes Glück schaffen kann?		
Measurement	Nominal		
Valid Values	Non-response	2	0.9%
1	Ja	198	92.5%
2	Nein	14	6.5%

Q12_1			
	Value	Count	Percent
Standard Attributes	Position	64	
Label	Aus welchem Grund sind Sie in der Vergangenheit gereist? Entspannung		
Measurement	Nominal		
Valid Values	Non-response	69	32.2%
1	Entspannung	145	67.8%

Q12_2			
	Value	Count	Percent
Standard Attributes	Position	65	
Label	Aus welchem Grund sind Sie in der Vergangenheit gereist? Spaß		
Measurement	Nominal		
Valid Values	Non-response	47	22%
1	Spaß	167	78.0%

Q12_3			
	Value	Count	Percent
Standard Attributes	Position	66	
Label	Aus welchem Grund sind Sie in der Vergangenheit gereist? Neue Kulturen erkunden		
Measurement	Nominal		
Valid Values	0: Non-response	50	23,4%
1	Neue Kulturen erkunden	164	76.6%

Q12_4			
	Value	Count	Percent
Standard Attributes	Position	67	
Label	Aus welchem Grund sind Sie in der Vergangenheit gereist? Gesundheit und wellness		
Measurement	Nominal		
Valid Values	0: Non-response	183	85,5%
1	Gesundheit und wellness	31	14.5%

Q12_5			
	Value	Count	Percent
Standard Attributes	Position	68	
Label	Aus welchem Grund sind Sie in der Vergangenheit gereist? Andere ...		
Measurement	Nominal		
Valid Values	0: Non-response	190	88.8%
1	Andere ...	24	11.2%

Q13			
	Value	Count	Percent
Standard Attributes	Position	69	
Label	Beeinflusst Ihr gewähltes Transportmittel die Entfernung, die Sie bereit sind zurückzulegen?		
Measurement	Nominal		
Valid Values	0: non-response	3	1.4%
1	Ja	140	65.4%
2	Nein	71	33.2%

Q14_1			
	Value	Count	Percent
Standard Attributes	Position	70	
Label	Welches Transportmittel bevorzugen Sie? Auto		
Measurement	Nominal		
Valid Values	0: Non-response	91	42.5%
1	Auto	123	57.5%

Q14_3			
	Value	Count	Percent
Standard Attributes	Position	72	
Label	Welches Transportmittel bevorzugen Sie? Flugzeug		
Measurement	Nominal		
Valid Values	0: Non-response	113	52.8%
1	Flugzeug	101	47.2%

Q14_4			
	Value	Count	Percent
Standard Attributes	Position	73	
Label	Welches Transportmittel bevorzugen Sie? Fahrrad		
Measurement	Nominal		
Valid Values	0: Non-response	147	68.7%
1	Fahrrad	67	31.3%

Q14_5			
	Value	Count	Percent
Standard Attributes	Position	74	
Label	Welches Transportmittel bevorzugen Sie? Zu Fuß		
Measurement	Nominal		
Valid Values	0: Non-response	148	69.2%
1	Zu Fuß	66	30.8%

Q15			
	Value	Count	Percent
Standard Attributes	Position	75	
Label	Bevorzugen Sie warmes oder kaltes Wetter?		
Measurement	Ordinal		
Valid Values	0: Non-response	2	0.9%
1	Warm	134	62.6%
2	Kalt	15	7.0%
3	Ist mir egal	63	29.4%

Q16			
	Value	Count	Percent
Standard Attributes	Position	76	
Label	Wie viel möchten Sie für eine Freizeitbeschäftigung (4-5 Stunden) ausgeben?		
Measurement	Ordinal		
Valid Values	0: Non-response	3	1.4%
1	5 - 10 €	12	5.6%
2	10 - 15 €	74	34.6%
3	15 - 20 €	54	25.2%
4	20 - 25 €	71	33.2%

Q17			
	Value	Count	Percent
Standard Attributes	Position	77	
Label	Wie viel würden Sie für eine Mahlzeit ausgeben?		
Measurement	Ordinal		
Valid Values	0: Non-response	2	0.9%
1	≤ 15 €	108	50.5%
2	15 - 25 €	88	41.1%
3	≥25 €	16	7.5%

Q18			
	Value	Count	Percent
Standard Attributes	Position	78	
Label	Wie lange im Voraus planen Sie Ihre Reise?		
Measurement	Ordinal		
Valid Values	0: Non-response	2	0.9%
	1 3 bis 4 Monate vorher	99	46.3%
	2 6 bis 8 Wochen vorher	93	43.5%
	3 1 bis 3 Wochen vorher	20	9.3%

Q19			
	Value	Count	Percent
Standard Attributes	Position	79	
Label	Planen Sie normalerweise Ihre gesamte Reise vorher oder im Reiseland direkt?		
Measurement	Ordinal		
Valid Values	0: Non-resposne	4	1.9%
	1 ich plane alles vorher!	45	21.0%
	2 Ich plane nur die notwendigen Dinge (Hotel, Flug, etc.)	146	68.2%
	3 Ich plane nichts vor, lass dass Abenteuer beginnen	19	8.9%

Q20_1			
	Value	Count	Percent
Standard Attributes	Position	80	
Label	Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? WhatsApp		
Measurement	Nominal		
Valid Values	0	10	4.7%
	1 WhatsApp	204	95.3%

Q20_2			
	Value	Count	Percent
Standard Attributes	Position	81	
Label	Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? Facebook		
Measurement	Nominal		
Valid Values		0	39 18.2%
	1 Facebook	175	81.8%

Q20_3			
	Value	Count	Percent
Standard Attributes	Position	82	
Label	Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? Instagram		
Measurement	Nominal		
Valid Values		0	69 32.2%
	1 Instagram	145	67.8%

Q20_4			
	Value	Count	Percent
Standard Attributes	Position	83	
Label	Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? Twitter		
Measurement	Nominal		
Valid Values		0	199 93.0%
	1 Twitter	15	7.0%

Q20_5			
	Value	Count	Percent
Standard Attributes	Position	84	
Label	Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? E-Mail		
Measurement	Nominal		
Valid Values		0	7 3.3%
	1 E-Mail	207	96.7%

Q21_1				
	Value	Count	Percent	
Standard Attributes	Position	85		
Label	Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? WhatsApp			
Measurement	Nominal			
Valid Values		0	118	55.1%
	1 WhatsApp	96	44.9%	

Q21_2				
	Value	Count	Percent	
Standard Attributes	Position	86		
Label	Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? Facebook			
Measurement	Nominal			
Valid Values		0	139	65.0%
	1 Facebook	75	35.0%	

Q21_3				
	Value	Count	Percent	
Standard Attributes	Position	87		
Label	Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? Instagram			
Measurement	Nominal			
Valid Values		0	149	69.6%
	1 Instagram	65	30.4%	

Q21_4				
	Value	Count	Percent	
Standard Attributes	Position	88		
Label	Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? Twitter			
Measurement	Nominal			
Valid Values		0	210	98.1%
	1 Twitter	4	1.9%	

Q21_5				
	Value	Count	Percent	
Standard Attributes	Position	89		
Label	Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? E-Mail			
Measurement	Nominal			

Valid Values		0	65	30.4%
	1 E-Mail		149	69.6%

Q22				
	Value	Count	Percent	
Standard Attributes	Position		90	
Label	Haben Sie etwas dagegen, Werbung über einen der folgenden Kanäle zu erhalten?			
Measurement	Nominal			
Valid Values		0	2	0.9%
	1 Ja		135	63.1%
	2 Nein		77	36.0%

Q24				
	Value	Count	Percent	
Standard Attributes	Position		93	
Label	Wie wichtig ist es Ihnen, dass die Umgebung sauber ist?			
Measurement	Scale			
N	Valid		214	
Missing		0		
Central Tendency and Dispersion	Mean		7.90	
Standard Deviation		1.657		
Percentile 25	7.00			
Percentile 50	8.00			
Percentile 75	9.00			
Labeled Values		0	0	2 0.9%
	1	1	1	0.5%
	2	2	0	0.0%
	3	3	2	0.9%
	4	4	1	0.5%
	5	5	5	2.3%
	6	6	19	8.9%
	7	7	41	19.2%
	8	8	69	32.2%
	9	9	38	17.8%
	10	10	36	16.8%

Q25				
	Value	Count	Percent	
Standard Attributes	Position		94	

Label	Bevorzugen Sie persönlichen Kontakt zum Personal?		
Measurement	Ordinal		
Valid Values	0	1	0.5%
	1 Ja	101	47.2%
	2 Nein	14	6.5%
	3 Es kommt auf die Situation an	98	45.8%

Q26_1			
	Value	Count	Percent
Standard Attributes	Position	95	
Label	Was ist Ihnen in Bezug auf Gastfreundschaft wichtig? Persönlicher empfang		
Measurement	Nominal		
Valid Values	0	63	29.4%
	1 Persönlicher empfang	151	70.6%

Q26_2			
	Value	Count	Percent
Standard Attributes	Position	96	
Label	Was ist Ihnen in Bezug auf Gastfreundschaft wichtig? Erläuterung der Aktivitäten		
Measurement	Nominal		
Valid Values	0	104	48.6%
	1 Erläuterung der Aktivitäten	110	51.4%

Q27			
	Value	Count	Percent
Standard Attributes	Position	98	
Label	Wie wichtig ist Ihnen die Entfernung Ihrer Unterkunft zu den Freizeitaktivitäten?		
Measurement	Nominal		
Valid Values	0	0	5 2.3%
	1	1	1 0.5%
	2	2	2 0.9%
	3	3	12 5.6%
	4	4	5 2.3%
	5	5	36 16.8%
	6	6	30 14.0%
	7	7	53 24.8%
	8	8	53 24.8%
	9	9	11 5.1%
	10	10	6 2.8%

Q28				
	Value	Count	Percent	
Standard Attributes	Position	100		
Label	Was denken Sie über Brasilien?			
Measurement	Nominal			
Valid Values		0	0	2 0.9%
	1	1	2	0.9%
	2	2	1	0.5%
	3	3	5	2.3%
	4	4	5	2.3%
	5	5	19	8.9%
	6	6	21	9.8%
	7	7	28	13.1%
	8	8	64	29.9%
	9	9	27	12.6%
	10	10	40	18.7%

Q29				
	Value	Count	Percent	
Standard Attributes	Position	101		
Label	Sind Sie schon einmal nach Brasilien gereist?			
Measurement	Nominal			
Valid Values		0	2	0.9%
	1 ja		34	15.9%
	2 nein		178	83.2%

Q30				
	Value	Count	Percent	
Standard Attributes	Position	102		
Label	Haben Sie Silva Jardim schon mal besucht?			
Measurement	Nominal			
Valid Values		0	5	2.3%
	1 Ja		10	4.7%
	2 Nein		199	93.0%

Q31				
	Value	Count	Percent	
Standard Attributes	Position	103		
Label	Was denken Sie über Silva Jardim?			
Measurement	Nominal			
Valid Values		0	5	2.3%

1	Interessant, ich würde gerne dahin reisen	128	59.8%
2	Interessant, aber ich möchte nicht gehen	76	35.5%
3	Nicht gerne dahin reisen	5	2.3%

Q32			
	Value	Count	Percent
Standard Attributes	Position	104	
Label	Würden Sie gerne die brasilianische Kultur miterleben?		
Measurement	Nominal		
Valid Values		0	4 1.9%
	1 ja, sicher!	194	90.7%
	2 Nein	16	7.5%

Q33			
	Value	Count	Percent
Standard Attributes	Position	105	
Label	Würden Sie das lokale Essen probieren?		
Measurement	Nominal		
Valid Values		0	4 1.9%
	1 Natürlich!	158	73.8%
	2 Wenn ich weiss was es ist	49	22.9%
	3 nein, nichts für mich	3	1.4%

Q34			
	Value	Count	Percent
Standard Attributes	Position	106	
Label	Denken Sie, dass die Natur ein großer Pluspunkt ist?		
Measurement	Nominal		
Valid Values		0	5 2.3%
	1 Ja, ich verbringe gerne Zeit in der Natur	185	86.4%
	2 Ich habe keine Ahnung	23	10.7%
	3 Nein	1	0.5%

Q35			
	Value	Count	Percent
Standard Attributes	Position	107	
Label	Würden Sie, je nach Art der angebotenen Aktivitäten, nach Silva Jardim reisen?		
Measurement	Nominal		
Valid Values		0	5 2.3%
	1 Ja	168	78.5%
	2 Nein	41	19.2%

Q36_1			
	Value	Count	Percent
Standard Attributes	Position	108	
Label	Wenn ja, welche Aktivitäten würden Sie bevorzugen? Pferd reiten		
Measurement	Nominal		
Valid Values		0	160 74.8%
	1 Pferd reiten	54	25.2%

Q36_2			
	Value	Count	Percent
Standard Attributes	Position	109	
Label	Wenn ja, welche Aktivitäten würden Sie bevorzugen? Wandern		
Measurement	Nominal		
Valid Values		0	73 34.1%
	1 Wandern	141	65.9%

Q36_3			
	Value	Count	Percent
Standard Attributes	Position	110	
Label	Wenn ja, welche Aktivitäten würden Sie bevorzugen? Biologische Landwirtschaft		
Measurement	Nominal		
Valid Values		0	157 73.4%
	1 Biologische Landwirtschaft	57	26.6%

Q36_4			
	Value	Count	Percent
Standard Attributes	Position	111	
Label	Wenn ja, welche Aktivitäten würden Sie bevorzugen? Die Lokale Kultur kennenlernen		
Measurement	Nominal		
Valid Values		0	69 32.2%
	1 Die Lokale Kultur kennenlernen	145	67.8%

Q36_5			
	Value	Count	Percent
Standard Attributes	Position	112	
Label	Wenn ja, welche Aktivitäten würden Sie bevorzugen? Yoga		
Measurement	Nominal		
Valid Values		0	147 68.7%
	1 Yoga	67	31.3%

Q37

	Value	Count	Percent
Standard Attributes	Position	113	
Label	Würden Sie es Betracht ziehen, für einen Urlaub nach Brasilien zu fliegen?		
Measurement	Nominal		
Valid Values		0	4 1.9%
	1 Ja	179	83.6%
	2 Nein	31	14.5%

Q38			
	Value	Count	Percent
Standard Attributes	Position	114	
Label	Wenn ja, würden Sie Silva Jardim als mögliches Ziel in Betracht ziehen?		
Measurement	Nominal		
Valid Values		0	8 3.7%
	1 ja	152	71.0%
	2 nein	54	25.2%

Q39			
	Value	Count	Percent
Standard Attributes	Position	115	
Label	Haben Sie irgendwelche Anmerkungen?		
Measurement	Nominal		
Valid Values		0	5 2.3%
	1 Ja	18	8.4%
	2 Nein	191	89.3%

AGE			
	Value	Count	Percent
Standard Attributes	Position	118	
Label	Age groups		
Measurement	Nominal		
Valid Values	1.00	21 - 25	173 80.8%
2.00	26- 30	21	9.8%
3.00	31 and older	20	9.3%

Q14_2			
	Value	Count	Percent
Standard Attributes	Position	71	
Label	Welches Transportmittel bevorzugen Sie? Bus		
Measurement	Nominal		
Valid Values		0	176 82.2%
	1 Bus	38	17.8%

Open questions

Q7: Wenn ja, wie erreichen Sie dass?

Abwechslung	
Achtsamkeit	
An sich selbst arbeiten	
Ausruhen, lesen, Yoga, Meditation	
Authentisch sein	
Buch lesen, Zeit mit der Familie, Spaziergang, Schlaf	
buddism	
comunizieren	
Das machen was mich glücklich macht	
Den Einklang finden	
Durch Aktivitäten die mir gefallen und die mich glücklich machen	
Durch best. Tätigkeiten	
Durch innere Zufriedenheit	
durch Liebe	
Durch meine Hobbys	
Durch perfektion	
Durch Ruhephasen, Sport, schöne Freizeitaktivitäten	
Durch Sport	
Durch Sport und frische Luft	
durch Sport, kontakt zu freunden	
Durch Yoga und Entspannung	
Ehrlichkeit, positiv denken und ohne Vorurteile leben, eigene Bedürfnisse beachten, Bewusst leben	
eigene entscheidungen die positives outcome haben	
Eine Balans zu finden	
Emotionsregulation	
Entspannung	
Entspannung, me-time	
Es köappt nicht	
Familie und Sport	
Freizeit	
Freundschaft und Menschen die mir wichtig sind	
Fröhliche Gedanken machen, die guten Dinge des Lebens mehr wertschätzen	
Gelassenheit	
Gelingt nicht.	
glücklich und zufrieden sein	
Gück	
Gute Umgebung, Partnerschaft, Balance im Leben	
Gute Work-Life-Balance	

Hobbys nachgehen, zB Gitarre
Ich bin ich ich bin und akzeptiere mich
Ich meditieren manchmal und denke an positiven Sachen
Ich überlege, wie ich mir selber treu sein kann. Ich versuche meinen Entscheidungen nachzugehen und sie nicht kurzfristig zu ändern. Ich will mich nicht selber hinter's Licht führen.
Ich versuche mich selbst zu finden
Ich versuche möglichst ausgeglichen zu sein. Wenn ich eine innere Unruhe spüre versuche ich den Gründen auf die Spur zu gehen, und das Problem zu lösen. Bzw. mit Sport, Ablenkung einen Ausgleich zu schaffen.
Im Zusammenleben mit meinen Mitmenschen.
Immer das machen, was mich erfüllt und sich richtig anfühlt
immer mal wieder Zeit für sich nehmen
In 80% der Zeit
In dem ich mir Zeit und Ruhe nehme
in der natur sein
In der Natut
Kommunikation
Kompromisse
Lassen Sie die Vergangenheit los und konzentrieren Sie sich auf die Zukunft.
Lesen, mit Menschen reden die einem wichtig sind.
Lesen, Ruhen, Austauschen
Masturbieren
Meditation
Meditation und spazieren in die Natur
Meditation, wandern
Mein Leben so zu gestalten das ich mit den Entscheidungen die ich treffe mir selbst gerecht werde.
Mit einem positiven Denken
Mit tolle leute sein
Mit Zeit für mich selbst
Musik, Lesen, Spazieren gehen
Muzik
Nachdenken
Natur
Natur Aufenthalt
Negative Dinge ausblenden
Nicht stressen lassen
nur dingen machen die man glücklich macht
Omdat als je rust en vrede met jezelf hebt kun je dat ook uitstralen en in je dagelijks leven
Passende work-life balance
Positiv denken
Positive Einstellung sich selbst gegenüber

Reden, Reflektieren, Sport, Musik, Natur
Reflektion des eigenen Verhaltens
Reflexion über eigene Entscheidungen/Handlungen
reise
Relaxen
Ruhe
ruhe finden
Ruhe und Achtsamkeit
Ruhe und treffen von mir wichtigen Personen
Ruhe, Glück und Liebe
Ruhepausen, kein Streit
Ruhiger Start in den Tag
Rust nemen
Sei du selbst
Sei glücklich mit dir
Selbstachtung
selbstreflektion
Selbstreflexion, Sport, soziales Umfeld
Selbstverwirklichung
sich selber lieben
Spaß haben am Leben
Sport
Sport und Yoga
Sport, Entspannung, Musik, menschlicher Austausch
Sport, Entspannung, wenig negative Gedanken
Sport, in der Natur sein, gute Ernährung, auf seine Bedürfnisse achten, Balance zwischen Freizeit und Arbeit
Sport, lesen, Freunde, Ernährung, guter Ausgleich
Sport, meditation
Sport, soziale Kontakte
staying close to yourself
Streitigkeiten aus dem weg gehen
tief durchatmen, Akzeptanz, Achtsamkeit
Trying to find a work and leisure balance
Übe noch
Verzuchen zu entspannen
Viel durch meinen Sohn, seit er in meinem Leben ist, habe ich inneren Frieden(fast ;-))
Viel Schlaf, viel Familienzeit
Viel Zeit für mich selbst
Viel zeit verbringen in die Natur
Wander. Yoga
Wenn ich meine Ruhe habe und ich zuhause bin, umgeben von meiner Familie

Wohlbefinden
Work-life-balance, im reinen mit mir selber
yoga
yoga und meditation
yoga und Meditation
Yoga, Bücher, Auszeiten
yoga, freunde, schlaf
Yoga, Meditation
Yoga, talking to friends, parents, achievements, physical exercise
Zeit für Erholung nehmen
Zeit für mich freimachen
Zeit für mich genießen
Zeit für mich nehmen
Zeit für mich selbst nehmen, nicht mit anderen vergleichen
Zeit für sich selbst nehmen
Zeit für sich selbst nehmen:)
Zeit haben, gelassen sein
zeit in der Natur
Zeit verbringen in die Natur
Zufrieden sein
Zufriedenheit

Q11: Wenn ja, wie?

Achten, dass allen in deiner Familie gut geht
Achtsam und dankbar sein, bewusst leben, Urvertrauen
Achtsamkeit
Achtsamkeit, Akzeptanz
Achtsamkeit, Akzeptanz und Meditation.
An seinen Träumen und Zielen arbeiten und aus Fehlern lernen.
anderen Hilfen
Arbeiten
Auf das hören, was einem das Herz sagt, was man sich wünscht. Dem sollte man folgen und für die Erfüllung kämpfen.
Auf sein inneres ich hören und such neue außergewöhnliche wege einschlagen
Auf seinen Körper hören
Ausgeglichen sein, Zufriedenheit, Freude
Ausgewogene Lebensweise
Ausstrahlung
Authentisch sein, viel über die dunklen Zeiten in der menschlichen Geschichte lesen, zuerst sich selbst und sein Leben aufräumen bevor man die Welt kritisiert
Beliving in it and yourself
Da für sorgen dass man keine geld sorgeh hat

Dadurch das zu machen, was einem gefällt.
Damit an seinen Zielen zu arbeiten
Dankbar sein und hart arbeiten
daran arbeiten
Das beste geben und das in gutem Gewissen
Das kann man nicht in Stichworten beantworten
Das Leben leben
Das schöne in den kleinen Dingen sehen
Das tun was einem gut tut
Das tun, was einen glücklich macht. Das Glück in kleinen Dingen suchen
denken und hoffen
Die frage ist falsch wenn man glück hat kann es an einem selber liegen das man darauf aufbauen kann.
die richtigen Entscheidungen treffen
Dinge ,die einen unglücklich machen aus dem Leben verbannen
Dinge selbst in die Hand nehmen. Wenn einen etwas stört muss man bereit sein es zu ändern
Dinge tun, die man mag- Kontakt zu Menschen, die man gerne hat- Schönheit sehen, auch kleine Dinge. Genießen können- gutes Essen, Musik, Wärme. Sich selbst nicht verleugnen oder verbiegen. Möglichst oft lachen!
Door slim te zijn! Je kansen te vergroten om dat te bereiken wat je wilt
durch Lebenserfahrungen
Durch alert zu bleiben und aufmerksam
Durch Blut, Schweiß und Tränen
Durch die eigenen Taten folgen entweder positive oder negative Resultate. Man braucht aber auch negative Ereignisse um die positiven mehr zu schätzen.
Durch Ehrgeiz und auch Privilegien (Europa, 1. Welt, etc.).
durch Geduld und Ausdauer, Disziplin
Durch harte Arbeit
Durch konsequentes Verfolgen seiner eigenen Ziele
Durch seöbstakzeptanz
Durch Wertschätzung
Durch zu arbeiten und anderen zu helfen
Durch zu machen was man liebt. Eigene entscheidungen zu treffen.
Durchfleis
Ehrgeiz
Ehrgeiz seine Ziele zu erreichen
Ehrgeizig seine Träume verfolgen und dafür arbeiten
ehrlich reflektieren, was einem im Leben wichtig ist
Eigene Entscheidungen treffen
eigenen zielen treffen
Eigenes Glück hängt für mich von einer positiven Einstellung ab. Man muss versuchen mit sich selbst zufrieden und glücklich zu sein. Das schafft man indem man akzeptiert, dass nicht immer alles perfekt sein kann

Erfülltes Leben, Job, Arbeit
Es ist eine Einstellungssache, Kompromisse akzeptierten und ergeizig sein
finden deine values
Für jeden unterschiedlich
Genießen
Glückseligkeit
Goed leven
hart arbeiten
Hart arbeiten für seine Träume
Harte Arbeit
Harte Arbeit und Disziplin
Immer an sich arbeiten und fair und ehrlich zu anderen Menschen sein.
Immer positiv bleiben und immer weiter machen, sich nicht unter kriegen lassen
Immer sich selbst treu bleiben, nicht verstellen
In dem ich für meine Ziele arbeite. Und mich immer wieder daran selbst erinnere was ich bereits habe.
In dem man seine Ziele klar verfolgt und nur Dinge tut die einem guttun
In dem man sich darauf fokussiert was einem wichtig ist
In dem man sich seiner Möglichkeiten bewusst ist und zudem analysiert, was man wirklich braucht und daran orientiert, versucht das mögliche umzusetzen
In den man das tut was einen erfüllt und glücklich macht ohne andere Menschen dabei zu verletzen.
Indem man an seinen Zielen arbeitet
Indem man aufhört sein Glück von anderen Menschen oder Zuständen abhängig zu machen und lernt mit dem jetzt zufrieden zu sein
Indem man die sich selbst gesteckten Ziele erreicht
Indem man Dinge tut die einen gluecklich machen, indem man sich mit Menschen umgibt die einen gluecklich machen. Positiv statt negativ denken. Chancen nutzen.
Indem man sich selbst und anderen gegenüber ehrlich ist und immer zu seinen Entscheidungen steht. Man sollte kleine dinge im leben wertschätzen und sich bei jeder Entscheidung sicher sein, dass es die richtige ist. Dann kann man sich danach keine Vorwürfe machen.
indem man so viel wie möglich an der Verwirklichung seiner Wünsche und Träume arbeitet
Keine Ahnung
Keine anhung
Klare Ziele setzen und diese erreichen
Konzentriere dich auf das, was dich glücklich macht, und lass Negativität gehen.
Lebensziele erreichen
Lebensziele verfolgen, glückliche Familie gründen
Liebe
Liebe, Das tun was einem spaß macht
Machen die sachen was ich möge
Man muss sich selbst kennen und dann finden, was uns glücklich macht

Mann muss dar für arbeiten
Masturbieren
Mit dem Glück der Tüchtigen
Mit dem was man erreicht hat nach harter Arbeit
Mit der richtigen Einstellung
mit ihre Ziele
Mit sich selbst zufrieden sein
naja step by step die richtigen entscheidungen treffen, dann wird's schon irgendwann
neue Kulturen kennen lernen
nicht aufgeben
Nicht grübeln, einfach machen
nicht zu viel nachdenken
Nur das tun was man für richtig hält
nur dingen machen und tun mit tolle leute
Optimistischer sein, daran arbeiten seine ziele zu erreichen und mit weniger glücklich sein
Positiv denken
Positive Psychologie
positives Denken
Positives Denken
realistische Ziele setzen, kleine Erfolge feiern
Rechtzeitig Auszeit nehmen
Reisen
reisen machen, Kultur kennen lernen
reisen und andere Kulturen kennen lernen
Reisen, yoga, glücklich sein
sein leben probieren so zu gestalten, wie man will
Seine Ziele verfolgen
Seinen Träumen nachgehen
Selbstachtung
Selbstachtung und erkenntnis über sich selbst
Selbstakzeptanz, Engagement, Ehrgeiz, Freunde und Familie
Selbsteinstellung
selbstreflektion
Selbstverwirklichung
Sich nicht an anderen orientieren sondern ehrlich damit sein was einen selbst glücklich macht
Sich Selber lieben
Sich selber liebhaben
Sich selber treu sein und gutes tun dann strahlt man das nach außen
sich trauen aus Situation heraus die einen Unglücklich machen
sich überlegen was man will und es dann tun

spass haben im leben	
spass machen	
Streben danach und Träume erreichen	
Streben nach den eigenen Zielen	
Tun was er willt	
Überzeugung, dedication	
Verantwortung für das eigene Leben übernehmen, keine Ausreden mehr. Überwinden von Angst	
Weiß night	
Wenn ich das herausfinde meld ich mich nochmal :-)	
Wenn man an seinen Zielen arbeitet, Mut hat Dinge selbst in die Hand zu nehmen die einem wichtig sind.	
Wenn man immer sein Bestes gibt und aus seinen Fehlern lernt	
Work-Life-Balance	
Yoga	
Zeit mit der Familie verbringen, Sicherer Arbeitsplatz	
zeit verbringen in der natur	
Ziele erreichen	
Ziele nicht aus den Augen verlieren, immer offen und mit Nächstenliebe in der Welt sein	
Ziele setzen	
ziele setzen und danach streben diese zu erreichen, Wertschätzung der Sachen die man hat durch Reflektion	
Ziele setzen und erreichen	
Ziele setzen und erreichen , glauben und wünschen	
Ziele setzen und geduldig verfolgen	
Ziele setzen und Schritt für Schritt darauf hin arbeiten	
Ziele verfolgen	
Zu sich selbst finden und sich mit seinem Leben zufrieden geben	
Zufrieden mit sich selbst sein	
Zufrieden sein mit dem was man hat und auch geben kann	
Zufrieden sein mit dem, was man hat	
Zufriedenheit mit dem was man hat	
Zufriedenheit mit sich selber	
Zufriedenheit, Akzeptanz des eigenen Seins	

Q24: Ihrer meinung nach die besten kommunikatie

Aktive Plattformen - SMS, WhatsApp	
Anzeigen/Gruppen bei WhatsApp, Instagram, Facebook	
Beim Tourismusinformstion	
Bezogen auf eine Reise?	
Da wäre es die E-Mail	
Bücher, Dokumentationen	
Das Internet und Bücher	

Das kommt auf die Art der Infos an, aber Whatsapp	
Die Zeitung und YouTube Kanäle	
Direkt danach zu googeln ohne lästige Werbung	
Direkte Gespräche	
Dort, wo ich danach suche	
Durch eigene Recherche, (z.b im Internet)	
E mail	
E-mail	
E-Mail	
E-mail - mailings oder Facebook	
E-Mail Newsletter	
E-Mail, Post	
E-Mails	
Eigene Internetrecherche	
Eigene Recherche um Internet, E-Mail Antwort nach	
Elektronische Nachrichten	
email	
Email	
email oder auf eine "holiday fair"	
Email, newsletter	
Emails	
Emailungs	
Erfahrungen anderer und Bücher	
etwas interaktives	
Facebook	
Facebook und E-mail	
Fachliteratur Internet	
Fernsehen	
Gewollt zB Newsletter	
Google	
Google Search	
Google, Gespräche	
Googlen	
Hängt von der Information ab.	
Het internet of facebook reis groepen	
Im Internet lesen	
In dem man miteinander spricht. Und die Medien	
in person	
Instagram	
Instagram und facebook	
interaktiv und co-creation mit kunden	
Internet	

Internet Recherche	
Internet und Apps	
Internet und persönlicher austausch mit personen	
Internet, Nachrichten	
Internet, Reiseführer als Buch,	
Internetrecherche, Kollegen	
Je nach Info, am besten eMail	
Katalog, Youtube Videos, Reisebericht	
Keine Meinung	
Kommt drauf an. Instagram oder Nachrichten App	
Kommunikation mit anderen Mitmenschen	
Kurze Videos über Facebook	
Mail	
Mail und persönlicher Kontakt	
Mail, vielleicht auch WhatsApp	
Meetings, Werbung	
Mit Menschen persönlich sprechen!	
Mitmenschen	
Mouth to mouth	
Mund auf mund	
Mund reklame	
Mund zu Mund propaganda.	
Mündliche Übermittlung, sonst Mails mit Angeboten	
Nachrichten	
Nachrichtendienste, Whats App, also der Austausch	
Newsletter	
Online	
Online brochuren, videos, influencer	
online, mit einer website	
Per E-mail oder auf Webseiten.	
Per Mail	
Persönlich	
Persönlich im Gespräch	
Persönliche E-Mail	
Persönliche Informationen durch Freunde und Tv	
persönlicher Kontakt	
persönliches Kontakt und email	
Printmedien	
Prof. info: e-mail	
Persönliche info: Whatsapp	
Prospects und google	
Push-Nachrichten auf das Handy	

Recherche im Internet
Recherche im Internet,
Reiseberichte im Fernsehen
Reiseblogs
Reiseführer, Magazine, Bekannte und Freunde
Research
Selbst danach zu suchen
Selbst recherchieren, heutzutage im Internet
Selbstständiges Informieren
social Media
Social Media
Social media sind praktisch
Social Media, "Holiday Fair"
Sozial Media
Soziale Medien
Soziale Medien (inkl. TV), persönliche Kontakte
Tagesschau
Tagesschau-App
tele
Tv Tagesschau
Über mehrere unterschiedliche Quellen gleichzeitig
video und Bilder
Video's und bilder
videos
videos, bilders
Von der Quelle selbst, und Experten in ihr Fach.
Webseiten und Reise Gemeinschaft
Website
Website selber
Websites
Weiß night.
Wenn, dann Facebook. General aber über Google
Werbung
whatsapp
Whatsapp oder Mail
WhatsApp weil die meisten es haben
Youtube
Youtube+ Freunde und Erfahrungen anderer Reisende.
Zeitschriften und Google
Zeitung
Zeitung lesen, E-Mail Abos, Facebook Seiten
Zeitung, Tv

Zeitungen oder Tv

Zeitungen, Online-Medien, Reddit

Q40: Ihrer Anmerkungen

Da ich nicht so weit fliegen mag kommt Brasilien nicht für mich in frage. Es ist ein schönes Land und die Kultur dort bestimmt interessant.

Der Begriff Landwirtschaft könnte meiner Meinung nach zu Unrecht Langeweile hervorrufen, weil sich wohl niemand dabei vorstellt z.B. auf traditionelle Weise Kaffe herzustellen und neues Obst und Gemüse kennenzulernen. Ich finde das Brasilien vor allem eine große Vielfalt an Obst und Gemüse zu bieten hat und die Vorstellung Bananen vom Baum pflücken und essen zu können sehr viele Menschen begeistert. Meiner Meinung nach hat Silva Jardim somit mehr zu bieten, als die genannten Freizeitaktivitäten widerspiegeln und könnte demnach eine größere Bandbreite an Touristen anziehen z.B. auch durch Wildtiere beobachten (Goldäffchen), Dschungeltouren, Schwimmen in Wasserfällen etc.

Es ist mein Traum nach Brasilien zu reisen, aber ich reise eher gerne in Großstädte und bin kein Mensch der "Natur" (daher eher direkt ins Zentrum von Rio :-)

Für die Entscheidung wäre für mich relevant gewesen, ob die Region am Meer liegt bzw. wie weit das Meer von der Region entfernt ist.

für mich ist dass wichtig deine Integrity zu behalten

Habe ausversehen glaube ich die ersten 1, 2 Fragen auf Englisch beantwortet. Ist mir zu spät aufgefallen und dann konnte ich nicht mehr zurück.

Haengt alles vom Preis ab, natuerlich wuerde ich alles machen aber im vornhinein weiss ich dass es nur mit ordentlich geld funktioniert. Wenn geld kein limit ist wuerde ich in jedes land gehen und alle aktivitaeten probieren :D

Ich bin sehr Gerne in Naturgebiete aber Brasielien ist nicht unbedingt Reiseziel.1 Die Alpen Europas fliegen mich eher an und dann nach Brasilien zu fliegen fände ich dekadent.

Ich persönlich würde die Reise gerne machen. Aber als Familie mit 3 kleinen Kindern kommt so eine Reise erst in Betracht wenn die Kinder mindestens 6 Jahre alt sind und dann ist es doch ein sehr teures Vergnügen bis ich Brasilien zu fliegen.

Ich würde eine Reise nach Brasilien nicht unter vier Wochen machen.

Ich würde spontan durch Mund zu Mund propaganda entscheiden wohin ich reise.

Ist ein sehr schöner Fragebogen und ich drück die Daumen, das deine Arbeit was wird und gut ankommt! Viel Erfolg Pascal M.

Man sollte auf die Aspekte Anreise, Sicherheit sowie weitere mögliche Aktivitäten weiter eingehen.

Wenn ich nach Brasilien fliegen würde, würde ich versuch in den Amazonas oder das pantanal reisen..

4. Frequency tests

Wie alt sind Sie?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	3.3	3.3
21 - 25	113	52.6	52.6	55.8
26 - 30	44	20.5	20.5	76.3
31 - 35	14	6.5	6.5	82.8
36 - 40	5	2.3	2.3	85.1
41 - 45	6	2.8	2.8	87.9
46 - 50	6	2.8	2.8	90.7
51 - 55	20	9.3	9.3	100.0
Total	215	100.0	100.0	

Bitte geben Sie ihr Geschlecht an

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	3	1.4	1.4
Männlich	66	30.7	30.7	32.1
Weiblich	145	67.4	67.4	99.5
Divers	1	.5	.5	100.0
Total	215	100.0	100.0	

Wie ist ihr aktueller Lebensstatus?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	3	1.4	1.4
Single	103	47.9	47.9	49.3
Verheiratet	36	16.7	16.7	66.0
Geschieden	5	2.3	2.3	68.4
Anderes	68	31.6	31.6	100.0
Total	215	100.0	100.0	

Ernähren Sie sich Vegetarisch oder Vegan?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	3	1.4	1.4
Vegetarisch	43	20.0	20.0	21.4
Vegan	16	7.4	7.4	28.8
Weder noch	153	71.2	71.2	100.0
Total	215	100.0	100.0	

Ist Ihnen innere Harmonie wichtig?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	.9	.9
Ja	187	87.0	87.0	87.9
Nein	26	12.1	12.1	100.0
Total	215	100.0	100.0	

Ist Schönheit für Sie wichtig?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	4	1.9	1.9	1.9	
Ja	138	64.2	64.2	66.0		
Nein	73	34.0	34.0	100.0		
Total	215	100.0	100.0			

Denken Sie das man sein eigenes Glück schaffen kann?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	3	1.4	1.4	1.4	
Ja	198	92.1	92.1	93.5		
Nein	14	6.5	6.5	100.0		
Total	215	100.0	100.0			

Beeinflusst Ihr gewähltes Transportmittel die Entfernung, die Sie bereit sind zurückzulegen?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	4	1.9	1.9	1.9	
Ja	140	65.1	65.1	67.0		
Nein	71	33.0	33.0	100.0		
Total	215	100.0	100.0			

Bevorzugen Sie warmes oder kaltes Wetter?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	3	1.4	1.4	1.4	
Warm	134	62.3	62.3	63.7		
Kalt	15	7.0	7.0	70.7		
Ist mir egal	63	29.3	29.3	100.0		
Total	215	100.0	100.0			

Planen Sie normalerweise Ihre gesamte Reise vorher oder im Reiseland direkt?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	5	2.3	2.3	2.3	
ich plane alles vorher!	45	20.9	20.9	23.3		
Ich plane nur die notwendigen Dinge (Hotel, Flug, etc.)	146	67.9	67.9	91.2		
Ich plane nichts vor, lass dass Abenteuer beginnen	19	8.8	8.8	100.0		
Total	215	100.0	100.0			

Haben Sie etwas dagegen, Werbung über einen der folgenden Kanäle zu erhalten?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	3	1.4	1.4	1.4	

Ja	135	62.8	62.8	64.2
Nein	77	35.8	35.8	100.0
Total	215	100.0	100.0	

Was denken Sie über Brasilien?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	3	1.4	1.4	1.4
1	2	.9	.9	2.3	
2	1	.5	.5	2.8	
3	5	2.3	2.3	5.1	
4	5	2.3	2.3	7.4	
5	19	8.8	8.8	16.3	
6	21	9.8	9.8	26.0	
7	28	13.0	13.0	39.1	
8	64	29.8	29.8	68.8	
9	27	12.6	12.6	81.4	
10	40	18.6	18.6	100.0	
Total	215	100.0	100.0		

Sind Sie schon einmal nach Brasilien gereist?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	3	1.4	1.4	1.4
ja	34	15.8	15.8	17.2	
nein	178	82.8	82.8	100.0	
Total	215	100.0	100.0		

Haben Sie Silva Jardim schon mal besucht?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	6	2.8	2.8	2.8
Ja	10	4.7	4.7	7.4	
Nein	199	92.6	92.6	100.0	
Total	215	100.0	100.0		

Was denken Sie über Silva Jardim?						
	Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	6	2.8	2.8	2.8	2.8
Interessant, ich würde gerne dahin reisen	128	59.5	59.5	62.3		
Interessant, aber ich möchte nicht gehen	76	35.3	35.3	97.7		
Nicht gerne dahin reisen	5	2.3	2.3	100.0		
Total	215	100.0	100.0			

Denken Sie, dass die Natur ein großer Pluspunkt ist?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	6	2.8	2.8	2.8
Ja, ich verbringe gerne Zeit in der Natur	185	86.0	86.0	88.8	
Ich habe keine Ahnung	23	10.7	10.7	99.5	
Nein	1	.5	.5	100.0	
Total	215	100.0	100.0		

Würden Sie es Betracht ziehen, für einen Urlaub nach Brasilien zu fliegen?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	5	2.3	2.3	2.3
Ja	179	83.3	83.3	85.6	
Nein	31	14.4	14.4	100.0	
Total	215	100.0	100.0		

Wenn ja, würden Sie Silva Jardim als mögliches Ziel in Betracht ziehen?					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	9	4.2	4.2	4.2
ja	152	70.7	70.7	74.9	
nein	54	25.1	25.1	100.0	
Total	215	100.0	100.0		

Multiple Response

\$Alone Frequencies				
	Responses	Percent of Cases		
N	Percent			
Alone ^a	Das bin ich 2: Alleine	22	14.9%	14.9%
Neutral 2: Alleine		49	33.1%	33.1%
Das bin ich nicht 2: Alleine		77	52.0%	52.0%
Total		148	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Together Frequencies				
	Responses	Percent of Cases		
N	Percent			
Together ^a	Das bin ich 3: Zusammen	74	49.7%	49.7%
Neutral 3: Zusammen		60	40.3%	40.3%
Das bin ich nicht 3: Zusammen		15	10.1%	10.1%
Total		149	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

b.

\$Happy Frequencies				
	Responses	Percent of Cases		
N	Percent			
Happy^a	Das bin ich 4: Glücklich	100	66.7%	66.7%
Neutral 4: Glücklich		43	28.7%	28.7%
Das bin ich nicht 4: Glücklich		7	4.7%	4.7%
Total		150	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$SelfRespect Frequencies				
	Responses	Percent of Cases		
N	Percent			
Selfrespect^a	Das bin ich 5: Selbstachtung	95	63.8%	63.8%
Neutral 5: Selbstachtung		41	27.5%	27.5%
Das bin ich nicht 5: Selbstachtung		13	8.7%	8.7%
Total		149	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Sustainable Frequencies				
	Responses	Percent of Cases		
N	Percent			
Sustainable^a	Das bin ich 6: Nachhaltig	67	45.0%	45.0%
Neutral 6: Nachhaltig		59	39.6%	39.6%
Das bin ich nicht 6: Nachhaltig		23	15.4%	15.4%
Total		149	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Helpful Frequencies				
	Responses	Percent of Cases		
N	Percent			
Helpful^a	Das bin ich 7: Hilfreich	105	70.0%	70.0%
Neutral 7: Hilfreich		40	26.7%	26.7%
Das bin ich nicht 7: Hilfreich		5	3.3%	3.3%
Total		150	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Freedom Frequencies				
	Responses	Percent of Cases		
N	Percent			
Freedom^a	Das bin ich 8: Freiheit	103	68.7%	68.7%
Neutral 8: Freiheit		45	30.0%	30.0%
Das bin ich nicht 8: Freiheit		2	1.3%	1.3%
Total		150	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Worldfreedom Frequencies				
	Responses	Percent of Cases		
N	Percent			
Worldfreedom^a	Neutral 9: Weltfrieden	57	38.5%	38.5%
Das bin ich nicht 9: Weltfrieden		5	3.4%	3.4%
Das bin ich 9: Weltfrieden		86	58.1%	58.1%
Total		148	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Responsible Frequencies				
	Responses	Percent of Cases		
N	Percent			
Responsible^a	Neutral 11: Verantwortlich	30	20.0%	20.0%
Das bin ich 11: Verantwortlich		118	78.7%	78.7%
Das bin ich nicht 11: Verantwortlich		2	1.3%	1.3%
Total		150	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Honest Frequencies				
	Responses	Percent of Cases		
N	Percent			
Honest^a	Das bin ich nicht 12: Ehrlich	2	1.3%	1.3%
Neutral 12: Ehrlich		35	23.2%	23.2%
Das bin ich 12: Ehrlich		114	75.5%	75.5%
Total		151	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Ambitious Frequencies				
	Responses	Percent of Cases		
N	Percent			
Ambitious^a	Das bin ich 10: Ehrgeizig	87	58.0%	58.0%
Neutral 10: Ehrgeizig		50	33.3%	33.3%
Das bin ich nicht 10: Ehrgeizig		13	8.7%	8.7%
Total		150	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

\$Innerharmony Frequencies				
	Responses	Percent of Cases		
N	Percent			
innerharmony^a	Das bin ich 1: Innere Harmonie	56	37.6%	37.6%
Neutral 1: Innere Harmonie		66	44.3%	44.3%
Das bin ich nicht 1: Innere Harmonie		27	18.1%	18.1%
Total		149	100.0%	100.0%
a. Dichotomy group tabulated at value 1.				

5. Chi Squares

Das bin ich 6: Nachhaltig * Age groups

Crosstab

		Age groups			Total
		21 - 25	26- 30	31 and older	
Das bin ich 6: Nachhaltig	0	Count	112	16	19
		% within Age groups	64.7%	76.2%	95.0%
		Standardized Residual	-.6	.4	1.4
6: Nachhaltig		Count	61	5	1
		% within Age groups	35.3%	23.8%	5.0%
		Standardized Residual	.9	-.6	-2.1
Total		Count	173	21	20
		% within Age groups	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.242 ^a	2	.016
Likelihood Ratio	10.460	2	.005
Linear-by-Linear Association	8.102	1	.004
N of Valid Cases	214		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.26.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.196	.016
	Cramer's V	.196	.016
N of Valid Cases		214	

Das bin ich 1: Innere Harmonie * Age groups

Crosstab

		Age groups			Total	
		21 - 25	26- 30	31 and older		
Das bin ich 1: Innere Harmonie	0	Count	128	15	15	158
		% within Age groups	74.0%	71.4%	75.0%	73.8%
		Standardized Residual	.0	-.1	.1	
1: Innere Harmonie	1: Innere Harmonie	Count	45	6	5	56
		% within Age groups	26.0%	28.6%	25.0%	26.2%
		Standardized Residual	.0	.2	-.1	
Total		Count	173	21	20	214
		% within Age groups	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.079 ^a	2	.961
Likelihood Ratio	.078	2	.962
Linear-by-Linear Association	.000	1	.993
N of Valid Cases	214		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.23.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.019	.961
	Cramer's V	.019	.961
N of Valid Cases		214	

Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? Instagram * Age groups

Crosstab

		Age groups			Total
		21 - 25	26- 30	31 and older	
Wenn Sie Informationen erhalten, welchen Kanal bevorzugen Sie? Instagram	0	Count	112	20	17
		% within Age groups	64.7%	95.2%	85.0%
		Standardized Residual	-.8	1.4	.8
	Instagram	Count	61	1	3
		% within Age groups	35.3%	4.8%	15.0%
		Standardized Residual	1.2	-2.1	-1.2
Total	Count	173	21	20	
	% within Age groups	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.702 ^a	2	.005
Likelihood Ratio	13.274	2	.001
Linear-by-Linear Association	7.481	1	.006
N of Valid Cases	214		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.07.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.224	.005
	Cramer's V	.224	.005
N of Valid Cases		214	

Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? Instagram * Age groups

Crosstab

		Age groups			Total
		21 - 25	26- 30	31 and older	
Benutzen Sie WhatsApp, Facebook, Instagram, Twitter oder E-Mail? Instagram	0	Count	39	14	16
		% within Age groups	22.5%	66.7%	80.0%
		Standardized Residual	-2.2	2.8	3.8
	Instagram	Count	134	7	4
		% within Age groups	77.5%	33.3%	20.0%
		Standardized Residual	1.5	-1.9	-2.6
Total	Count	173	21	20	
	% within Age groups	100.0%	100.0%	100.0%	

Chi-Square Tests

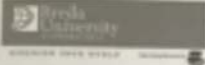
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.720 ^a	2	.000
Likelihood Ratio	37.669	2	.000
Linear-by-Linear Association	37.780	1	.000
N of Valid Cases	214		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.45.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.431	.000
	Cramer's V	.431	.000
N of Valid Cases		214	

Appendix IX: Assessment form after 18 weeks

 **Graduation assignment Leisure Management Breda University of Applied Sciences 2018-2019**
Assessment and feedback form for client/company supervisor (NEW STYLE)

Name student: Danielle Peeters
 ID-code student: 150725
 Name of client company: Movimento Sinteractivel Sluis Jordum
 Name of company supervisor: drs. Patricia Costello
 Start and end date of graduation: 11 feb - 14 June 2019
 Date of appraisal interview 1:
 Date of interim assessment: 10 June 2019

A. Interim assessment graduation assignment after 18 weeks:

Based on what was agreed by student and client, the student meets the requirements:		Not at all	To a certain extent	Satisfactorily	Above expectations	Not (yet) applicable
1	Graduation assignment					
	Extent to what extent the client's problem has been solved			X		
	Approach assignment suits client's problem				X	
	Methods chosen support solution of client's problem				X	
	Results research component provides new information				X	
	Ideas and advice/recommendations are realistic				X	
	Ideas and advice/recommendations are innovative			X		
	Ideas and advice/recommendations are implementable				X	
	Report/ presentation				X	
Additional information (please indicate one aspect that is good and one that should be improved):						
<p>Before you could be more clear about what Blas has to offer us, what knowledge. Good product and definitely do-able!</p>						

3

B. Interim assessment professional product after 18 weeks:

Based on what was agreed by student and client, the student meets the requirements:		Not at all	To a certain extent	satisfactorily	Above expectations	Not (yet) applicable
2	Working independence				X	
	Critical attitude			X		
	Professional attitude				✓	
	Creation of (internal) support			X		
	Contact between colleagues				X	
	Ability to fit in (the corporate culture)				X	
	Availability/ flexibility				X	
<p>Additional information (please indicate one aspect that is good and one that should be improved): - You understand our relationship, the way we work and that we need to be flexible - always be open, because our business is always changing</p>						

Based on what was agreed by student and client, the student meets the requirements:		Not at all	To a certain extent	satisfactorily	Above expectations	
3	Personal objectives					
Students shows his/her development on the following 3 to 5 personal goals ² :						
	1. Provide marketing advice				✓	
	2. Work in international context				X	
	3. Gaining more understanding in the sector				X	
	4. the client works in					
	5.					
<p>Additional information (please indicate one aspect that is good and one that should be improved): General remark for the university: we need more time to prepare and more time to finish, 10 weeks is not enough</p>						

Completed after 18 weeks by :

Name:

Ana Beatriz Cordeiro

Signature:

Ana Beatriz

Date:

10 June 2019

² Student fills out 3 to 5 personal goals, preferably related to P&M competencies from competency profile Leisure Manager