

Manual of
BEST PRACTICES
FOR REGENERATIVE TOURISM



The OCanto Group is committed to structuring and implementing practices and initiatives with the potential to preserve the biomes and the essence of the places where we operate, guided by the concept of regenerative tourism. This approach points to balanced, sustainable, and territory-integrated development – which helps ensure environmental conservation while strengthening local culture and community.

In this spirit, this **Manual of Best Practices for Regenerative Tourism** reflects OCanto's careful approach to issues such as biodiversity conservation, sustainability, and well-being. Believing that the union between the local community and travelers contributes to regenerative tourism, the purpose of this material is to provide inspiration for the implementation of more sustainable practices, to positively influence the entire tourism chain in different territories, and to attract more responsible visitors and tourists.

For the preparation of this manual, we drew primarily on the Manual of Best Practices for Sustainability in Tourism, developed by the Alliance for Regenerative Tourism – Futuri, adapting its concepts and guidelines to the reality of the OCanto Group's pousadas.



The “Cantos” of Brazil

Trancoso





Trancoso is one of the oldest villages in Brazil, founded by the Jesuits in the 16th century and later inhabited in the 1970s by a group of hippies who were enchanted by its magic. Since then, between fishermen, artisans, and travelers, Trancoso has attracted an increasing number of visitors inspired by its green sea, white sand, coral reefs, and coconut groves.

Today, Trancoso is a charming and vibrant village. At its center, the Quadrado brings together colorful colonial houses, listed as cultural heritage by IPHAN, now home to sophisticated restaurants, stylish bars, cafés, charming shops, and ateliers, with the iconic Church of São João Batista in the background.



Pousada Tutabel is immersed in this destination, precisely on Itapororoca Beach, one of the most beautiful and preserved in the region. With the highest standards of comfort, hospitality, and gastronomy, it connects guests with the rich surrounding biodiversity. With 16 suites and 1 villa spread across the property, Pousada Tutabel offers a welcoming atmosphere that evokes the feeling of a beach house, just steps from calm waters and a nearly deserted stretch of sand.

The OCanto Group's work along the so-called "Costa do Descobrimento" also extends to the Rio do Brasil Private Natural Heritage Reserve (RPPN), an environmental reserve of 975 hectares located just over 25 minutes from the pousada. The reserve promotes sustainable development and environmental education for local residents and tourists.



In addition to this conservation area, Rio do Brasil produces over 40 varieties of fruits, vegetables, and legumes organically, supplying Pousada Tutabel directly with fresh, seasonal food. These carefully cultivated products are also distributed to other restaurants and hotels in the region. The Reserve partners with technical institutions and regional producers to promote knowledge exchange on best management practices with family farming.

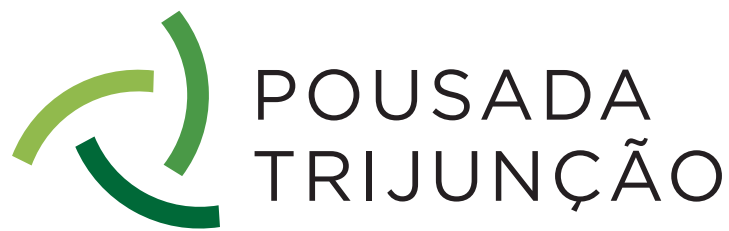
Discover:

@pousadatutabel

pousadatutabel.com.br

Trijunção





Bahia, Goiás e
Minas Gerais por



Pousada Trijunção is located in the heart of the Cerrado, showcasing the biome in all its potential, amidst mountains, plateaus, rivers, and wetlands. Sunlit and earthy tones inspire guests, reminding them that everything at Trijunção is unique and authentic – including its location, at the border of the states of Bahia, Goiás, and Minas Gerais.

The pousada connects its guests to the biome through activities, from sunrise to nightfall, that bring them closer to wildlife and flora. Personalized itineraries can include the observation of species such as the maned wolf (*Chrysocyon brachyurus*) and the dwarf caiman (*Paleosuchus palpebrosus*), in addition to botanical and immersive trails highlighting the diversity of endemic species.



The lodge is located within Fazenda Trijunção, founded in 1995 with the purpose of investing in sustainable productive activities, improving the quality of life of neighboring communities, and supporting biodiversity conservation initiatives, in contrast to the advance of agribusiness in the region.

With years of dedication to conservation projects and research initiatives in partnership with institutions such as Onçafari and Embrapa, Trijunção maintains 90% of its land fully preserved, including 28,000 hectares integrated with the Grande Sertão Veredas National Park. This integration creates an ecological corridor between Trijunção and the park, ensuring that native species live free and protected.

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Paraty

L Pousada Literária de Paraty



Designated a UNESCO World Heritage Site for its natural and cultural value (2019), Paraty is one of the rare destinations in Brazil that brings together such a wealth of virtues: conservation areas, scenic beauty, culture, and history. What makes Paraty even more unique is how these elements remain vibrant to this day.

Paraty is part of the so-called Costa Verde of Rio de Janeiro state and is surrounded by four major conservation areas in the heart of the Atlantic Forest: the Serra da Bocaina National Park, the Ilha Grande State Park, the Praia do Sul State Biological Reserve, and the Cairuçu Environmental Protection Area. With 65 islands and around 60 small beaches, it forms an idyllic landscape of crystal-clear emerald waters surrounded by lush forests.



As a true host, Pousada Literária creates genuine connections with the destination and its richness. Tours through the Historic Center, Paraty Bay, and Atlantic Forest conservation areas connect visitors to the region on a deeper level.

Inside its grounds, the pousada brings together colonial mansions surrounding a large central garden, preserving the city's historic architecture. The flavors of the Atlantic Forest are represented on the menu of Quintal das Letras, which features organic ingredients sourced from local producers or from Fazenda Bananal.



Just over 20 minutes from the Historic Center, Fazenda Bananal dates back to the 17th century and was carefully restored after extensive historical and architectural research. Today, it is dedicated to environmental education and sustainability. On the property, visitors can enjoy playful and educational experiences in the forest, trails, workshops, art exhibitions, and a special program integrated with the city's main events.

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A photograph of several palm trees silhouetted against a bright, orange sunset sky. The sun is low on the horizon, creating a strong glow and casting long shadows. The palm fronds are clearly visible against the bright background.

Sustainable tourism and regenerative tourism

For the pousadas of the OCanto Group, honoring the history of the territories and actively participating in the life of the municipalities means, among other things, working for the development of tourism. To do so, it is essential to first recognize the potential of tourism to contribute to nature conservation, income generation, cultural strengthening, and the well-being of local people.

Based on this recognition, we began applying practices grounded in the principles of sustainable tourism and regenerative tourism, which have guided the structuring of the internal policies of the pousadas.

PRINCIPLES OF SUSTAINABLE TOURISM:

- Comply with current legislation; Ensure the rights of local populations;
- Conserve the natural environment and its biodiversity;
- Respect cultural heritage and local values;
- Encourage the social and economic development of tourist destinations;
- Guarantee the quality of products, processes, and attitudes;
- Establish responsible planning and management;
- Promote safety in tourist destinations.

PRINCIPLES RELATED TO REGENERATIVE TOURISM:

- Expand the positive impacts of tourism activities;
- Encourage reconnection and interaction with the environment and ecosystems, fostering awareness and sensitivity;
- Awaken a sense of belonging and respect for place;
- Promote greater socioeconomic inclusion and the well-being of both communities and visitors;
- Support the restoration of landscapes, ecosystems, watersheds (such as springs), and biodiversity;
- Provide transformative experiences through visitors' interaction with the local community and culture, and through hands-on learning;
- Foster moments of self-knowledge.

With the definition of the guiding principles, Pousada Literária, Tutabel, and Trijunção have also established a set of good practices to be observed in order to strengthen their own commitment – and that of their guests – to more sustainable initiatives.





Good Practices for Regenerative Tourism

Plan consciously

When choosing your destination, research sustainable initiatives, local communities, eco-friendly hotels, and activities that promote environmental conservation.

Means of transportation

Give preference to means of transport with lower environmental impact, such as trains, buses, or bicycles. If you need to fly, choose airlines committed to sustainable practices.

Reduce plastic consumption

Bring your own reusable water bottle, avoid plastic straws, and carry reusable bags for shopping. Refuse disposable packaging, such as plastic bags, whenever possible.

Save water and energy

Be mindful of natural resource use where you stay. Take short showers, turn off lights, and switch off the air conditioner when leaving your room.

Respect wildlife

When visiting natural areas, keep a safe distance from animals and do not feed them. Avoid tourist activities that exploit animals in captivity.

Brazilian law prohibits the purchase, sale, transport, possession, or acquisition of any kind of craft made with parts of native wildlife. Only Indigenous peoples, within their cultural practices, are permitted to use artifacts containing animal fragments – but their commercialization is strictly forbidden.

Choose personal care products suitable for the environment

During your trip, when using sunscreen or insect repellent, opt for biodegradable products free of substances harmful to the local ecosystem. Avoid chemicals such as Benzophenone-3 (oxybenzone), 4-methylbenzylidene camphor (4-MBC), octyl methoxycinnamate (OMC), and octocrylene (OC), which can negatively affect marine life.

Consider using sunscreens without chemical filters – known as “physical sunscreens” – that contain only mineral filters such as zinc oxide and titanium dioxide.

Dispose of waste properly

Use appropriate bins and separate recyclable from non-recyclable waste. If you are in a remote area, take your waste with you until you find a suitable place to dispose of it.

Respect conservation rules

Follow the regulations established in protected areas, such as national parks and nature reserves. Take nothing but photographs, leave nothing but footprints.

Be conscious during tours and activities

Choose tour companies with sustainable practices that care about the well-being of local communities and nature. Avoid activities that cause negative environmental impact.

Regenere

Beyond minimizing negative impacts or preserving things as they are, aim to go further and leave a positive mark on every place you visit. It's time for regeneration.

Share your experiences

Promote sustainable travel by sharing your experiences with others. When you return home, tell your friends, family, and social networks about your sustainable journey – it helps spread awareness and foster sustainability throughout the tourism sector.

Buy from local small producers

Purchasing local products supports community economies, small producers, and family businesses. Continuing this practice when you return home strengthens your region's economy and builds closer connections with the people around you.

Report illegal practices

Condemn and report any acts of sexual exploitation of children and adolescents or other criminal behavior.

A photograph of a red fox walking across a dry, reddish-brown landscape. The fox is the central focus, moving from left to right. Its fur is a mix of reddish-brown and tan, with a white patch on its belly. The background is a vast, flat expanse of red earth with some sparse, dry grass. The lighting is warm, suggesting a sunset or sunrise.

Applicable rules and
legislation for tours and
animal watching

When participating in activities offered by our pousadas and within our region, it is essential to know and respect the rules and laws that protect local flora and fauna. These regulations ensure biodiversity conservation and the safety of both visitors and animals, especially in or near protected areas. Below are some key regulations related to wildlife tours and animal observation.

Whale watching

It is prohibited to dive or swim closer than 50 meters from whales of any species. This and other rules are established by IBAMA Ordinance No. 117/1996, which defines guidelines for the Prevention of Harassment of Cetaceans (Whales) found in Brazilian waters.

Birdwatching

For birdwatching, it is necessary to follow the Code of Birding Ethics by the *American Birding Association* (v.21, Nov. 2019):

> **Respect the well-being of birds and their environment:**

- Avoid stressing birds or exposing them to danger;
- Be especially careful near active nests, nesting colonies, perches, display areas, and feeding sites;
- Use artificial light or flash cautiously;
- Limit the use of recordings or other auditory lures, especially in areas with high birdwatching activity;
- Always minimize habitat disturbance;
- Stay on roads, trails, and established paths.

> **Respect and promote the birdwatching community and its members:**

Follow this code, respect other observers and people engaged in outdoor activities, and share bird observations honestly and with integrity.

> **Respect and promote the law and others' rights:**

Follow all laws, rules, and regulations governing the observation sites.

Safaris and visits to wildlife centers

Pousada Trijunção, in partnership with Fazenda Trijunção, offers unique experiences that connect guests to the biodiversity of the Cerrado – including safaris across the property and visits to wildlife breeding centers, where visitors can learn about conservation projects developed by these institutions. All activities comply with IBAMA Normative Instruction No. 07/2015, which regulates the management of wildlife under human care.

To ensure everyone's safety, animal welfare, and nature conservation, we recommend:

- Maintain a safe distance from observed animals; do not touch, feed, or try to attract them;
- Avoid loud noises or sudden movements;
- Do not use flash photography;
- Stay inside the vehicles unless authorized by the guide;
- Avoid loud conversations;
- Do not discard waste or food remains;
- In wildlife breeding centers, follow the instructions of guides and caretakers, do not offer food, avoid touching or getting too close, and respect restricted access areas.

Remember: we are visitors in the animals' natural habitat, and your visit contributes to the conservation of their species.



Sustainability through
guest amenities

In addition to the research and initiatives currently underway, the OCanto Group is putting its relationship with regenerative tourism – and the principles of its Sustainability Policy – into practice through small, everyday choices reflected in the experiences and products offered to guests.

Water in cans

At OCanto properties, guests are offered still or sparkling mineral water in cans. This choice benefits both guests and the planet: aluminum cans are 100% recyclable and have a recycling rate of over 98% in Brazil.

Water in cartons

Provided as a courtesy to guests, the carton is reusable and 88% renewable – made almost entirely from plant-based materials (54% paper and 35% green plastic). It is also 100% recyclable, with caps and tops made from sugarcane. The paper used comes from certified forests, and the packaging follows a mapped recycling chain with approved recyclers.

At Pousada Trijunção, since many experiences take place outdoors and last several hours, guests receive a reusable bottle as a courtesy – eliminating the need for water cartons.

Clay filters

The use of water cartons becomes even more meaningful since guests can refill them at the clay filters placed throughout the properties. These ceramic filters effectively remove chlorine, pesticides, iron, and aluminum, while also eliminating up to 95% of lead and 99% of Cryptosporidium parasites – which can cause diarrhea and intestinal infections (Ministry of Education, 2018).

Waste collection

To facilitate proper waste disposal, all accommodations have a dedicated recycling bin, along with guidance on correct segregation to ensure recyclable materials are properly processed. This practice helps reduce negative environmental impacts caused by improper solid waste disposal.

Natural repellent

Across all our properties, you will find sustainable products that reflect our environmental commitment, including natural, organic, and vegan repellents made by local micro-entrepreneurs.

The relationship with animals



In addition to focusing on initiatives and products that help put its Sustainability Policy into practice, the OCanto Group values the adoption of good practices inspired by regenerative tourism. This requires integrated planning that considers the biodiversity of each territory and reflects care for animals.

The animals that roam the pousadas are wild. Protected by laws and decrees, they live freely, following the natural process of the food chain. Therefore, the teams' absolute recommendation is not to feed wild animals in any of the OCanto pousadas' territories.

Why shouldn't we feed wild animals?

When visitors feed animals with products they would not naturally find in the wild, they become responsible for changing the animals' natural habits and put their survival at risk. Among other issues, the danger lies in ingesting inappropriate, contaminated, or harmful foods that can damage their health and, consequently, threaten their survival.

Feeding wild animals may also lead to an excessive increase in certain species to the detriment of others, causing imbalance in the local fauna.

Get to know the habitat where you will explore

Before putting on your boots, packing your backpack, and setting off on an adventure, it is essential to learn about the place you are going to visit. This includes understanding the characteristics of the region as well as the necessary precautions to avoid risks.

For example, when hiking, don't forget to bring repellent. It is also important to wear proper clothing, such as gaiters, long pants, and long-sleeved shirts, in addition to a hat, sunscreen, drinking water, and light snacks – ensuring protection and safety throughout the trail.

Watch where you step and walk

Another essential precaution when engaging in ecotourism activities is paying close attention to where you step. After all, this is the animals' home – and you are the visitor in their habitat.

This becomes even more important considering that one of the most frequent causes of accidents during ecotourism activities involves people

who fail to pay attention to the trail – both on the ground and above.

Animals that are stepped on may react with bites or stings. Therefore, staying alert helps make the journey one of relaxation and connection with nature.

If the ground is covered with leaves, it is advisable to walk using a stick to tap the soil and gently move away any nearby animals. It is also important to observe the trees to avoid being surprised by spiders or other animals that live in them.

Avoid resting your hands or leaning on tree trunks, and do not sit directly on the forest floor. If you need to do so, always inspect the area carefully beforehand.

Another type of possible accident involves swarms of bees. In case of an attack, the best action is to run as fast as possible in a zigzag motion to get away from the swarm, as bees typically follow a straight path.

Keep silent at all times

Ecotourism is not a solitary activity, but it is necessarily a quiet one. Silence benefits not only the mental health of participants but also the well-being of native fauna.

It is important to remember that wild animals are not used to human noise in their daily lives. Maintaining silence is also a safety behavior, helping to avoid unpleasant encounters with wild animals.

When quiet, it is easier to hear nearby sounds and identify approaching animals, allowing you to move away quickly and safely.

Choose appropriate clothing and walk carefully

Selecting suitable clothing and footwear is essential for comfort, preventing issues such as sunstroke or pain in the feet and back, and helping avoid accidents with wild animals.

During ecotourism activities, it is advisable to wear comfortable long pants, shirts, hats, and boots.

I encountered a venomous animal – what should I do?

If you come into contact with wild animals, whether venomous or not, the best approach is to keep your distance and never handle the animal.

Do not try to approach, touch, feed, chase, or scare it away. Generally, animals only attack humans when they feel threatened.

Therefore, adopting a preventive and respectful attitude, keeping your distance, and allowing the animal to continue on its way is the safest and most responsible behavior.

First aid in case of an accident

Prevention is always the best option, but unforeseen events can happen and may require immediate first aid, diagnosis, and treatment.

In case of an accident, the first recommendation is to remain calm (even if difficult) and seek medical assistance immediately.

Diagnosis and treatment

Diagnosis is based on identifying the animal responsible for the accident. In some cases, complementary examinations may be required.

Treatment is symptomatic and involves the use of antivenom, depending on the species and circumstances.

All treatments are provided free of charge through the Brazilian Public Health System (SUS).

Depending on the symptoms, pain relief measures may be applied, such as warm compresses (in cases of bites from armadeira or black widow spiders).

Even if symptoms seem to improve, the person must be taken to the nearest healthcare facility to assess the need for specific antivenom.

IN GENERAL, FIRST AID RECOMMENDATIONS INCLUDE:

- Seek medical attention immediately.
 - Provide the healthcare professional with as many details as possible about the animal – such as type, color, and size.
 - Proper identification helps ensure more effective treatment. If possible, take a photo of the animal – but only if it can be done safely and without delay.
 - If feasible and without delaying medical assistance, wash the bite area with soap and water (except for jellyfish or Portuguese man-o'-war incidents), keep the person still, and elevate the affected limb until reaching medical care.
 - In cases of bites on extremities (arms, hands, legs, or feet), remove accessories (rings, bracelets, tight shoes, or tied bands) that could worsen the condition.
 - Never apply a tourniquet or make cuts on the affected limb.
 - Never puncture, squeeze, cut, or attempt to suck out the venom from the wound.
 - Never apply any substances (leaves, coffee powder, ointments, tobacco, urine, alcohol, alcoholic beverages, kerosene, or homemade mixtures) on the bite area.
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SPECIFIC GUIDANCE FOR DIFFERENT TYPES OF ANIMALS

In addition to the information on the previous pages, the OCanto Group has developed documents outlining best practices for care and safety, including a comprehensive prevention plan for venomous animal accidents at each pousada.

Please consult the reception desk. These materials contain instructions on what to do in case of encounters with various animals such as snakes, bees, jellyfish, spiders, and scorpions.

They also reinforce the idea that respect and prevention are the best ways to live in harmony with wildlife.

VENOMOUS ANIMAL ACCIDENT CARE IN THE REGION

OCANTO TERRITORY ANTIVENOM CENTERS

Pousada Literária – Paraty, RJ

Hospital Municipal São Pedro de Alcântara
Avenida São Pedro de Alcântara, s/n° – Pontal
Contact: (24) 2371-1623

Angra dos Reis – Hospital da Praia Brava Rua 14, s/n
Contact: (24) 3362-1272

Pousada Tutabel – Trancoso, BA

Hospital Luis Eduardo Magalhães
BR 367, Km 56 Lot Quinta do Descobrimento, s/n – Cambolo
Contact: (73) 3288-4911

Pousada Trijunção – Côcos, BA

Hospital Municipal Luiz Fernando dos Santos
Rua Costa e Silva s/n centro, Mambáí – GO, CEP:73.970-000.
Contact: (62) 3484-1201

IN CASE OF EMERGENCY, IMMEDIATELY CALL THE MOBILE EMERGENCY CARE SERVICE (SAMU 192) OR THE FIRE DEPARTMENT (193).

REPORTING CHANNELS:

Dial 100 – National hotline for reporting human rights violations such as child labor, sexual exploitation, and violence against children, adolescents, the elderly, or people with disabilities.

Dial 180 – Women’s Support Hotline, which receives complaints, provides guidance, and supports victims of violence.

Linha Verde (Ibama) – Service for reporting, suggesting, or requesting information about environmental crimes. Call 0800 061 8080.

PROCONBA – Government of the State of Bahia | Superintendence for Consumer Protection and Defense

Official complaint channels:

Online complaints/guidance:

<http://atendimentoprocon.sjdhds.ba.gov.br/>

Email: denuncia.procon@sjdhds.ba.gov.br

Phone: 0800 071 5353 (landline) or (71) 4020-5353 (WhatsApp)

In-person service: Rua Assis Chateaubriand, 68 –
Centro, Porto Seguro – BA, 45810-000.

Hours: Monday to Friday, 7 a.m. to 1 p.m.

PROCONRJ – Government of the State of Rio de Janeiro | State Secretariat for Consumer Protection and Defense

Official complaint channels:

Online complaints: <http://www.procononline.rj.gov.br/>

Dial 151 for reports and guidance

In-person service: Rua Beatriz Larragoiti Lucas, 121,
Cidade Nova, Rio de Janeiro – RJ, 20211-175

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A close-up photograph of a leaf with numerous water droplets, serving as a background for the text 'OCANTO'. The leaf is a mix of green and reddish-brown, with the droplets reflecting light. The text 'OCANTO' is centered in a white, serif font, enclosed within a thin white circle.

OCANTO