Using technology to support sustainable community based tourism

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Green Maps Around the World
Green Map Mission Statement

- To support inclusive participation in sustainable community development worldwide using mapping as its medium
History of Green Maps

- Developed as a non-profit in 1995
- Focuses on healthier and more vibrant communities
- Uses universal icons
- Provides multilingual translation
- Encourages community participation
- Incorporates 775 communities in 60 countries
Examples of Global Green Map Projects

- Portland Green Map
- New York City Bike Map - trails
- Cape Town Green Map World Cup
- Vilnius Lithuania Green Map
- Oakland Park and Recreation Green Map - 129 sites
- San Francisco Green Map - 435 sites
- Willamette University Green Map - 22 sites
How we use in the classroom

- Sustainability focused community maps
  - Paraty, Brazil

- Cultural heritage focused community maps
  - East Village, New York City
Goals our Green Map Projects

- A. Demonstrate effective sustainable management.
- B. Maximize social and economic benefits to the local community and minimize negative impacts.
- C. Maximize benefits to cultural heritage and minimize negative impacts.
- D. Maximize benefits to the environment and minimize negative impacts.
Process of green mapping

- Determine where you want to Green Map
- Check Green Map Systems to determine if the site has been registered
- Complete the registration process
- Gather information on the sites for the map
- Create teams
- Start Green Mapping!
Universal Icons

Think Global, Map Local!
Green Map
By Green Map System
Open iTunes to buy and download apps.

Description
This App connects you with the Green Map movement. With over 700 locally-led projects in 55 countries, each Green Map provides a fresh perspective on local green living sites and the community’s natural, cultural and social resources. Every Green Map is a unique project, but all combine local knowledge and globally designed Green Map...More

What’s New in Version 2.01
Geolocation bug fixes for searching by address and viewing a site on google maps.
revised search by address page...More

$1.99
Category: Lifestyle
Updated: Dec 19, 2010
Version: 2.01
Size: 5.6 MB
Language: English
Seller: Green Map System, Inc.
© 2010 Green Map® System, Inc. All Rights Reserved
Rated 4+
Objectives of Green Map

- Goal: to lower technical and financial barriers to interactive mapping and create a means for public to participate.

  - Google Map
  - web 2.0 open technology
  - local knowledge
  - universal Green Map Icons
Paraty Green Map

Paraty Brazil
Paraty Green Map

- Purpose

- Process
Atelier Jorge Luiz Pessotti

History of this location:

Jorge Luiz Pessotti, originally from Sao Paulo, first discovered this location in 1986, falling in love with the waterfalls. He returned to Paraty and purchased the property in 1999 and built his house/pottery workshop. He lives in harmony with nature and derives inspiration from the breathtaking mountain setting.

Jorge’s pottery is truly remarkable. The few pictures on this page do not do justice to the beauty and energy captured in his work. You'd better visit to see what he cooking up! His work is also featured prominently in our logo.

Sustainable Features:

Jorge recycles paper products, hires local people, and produces his beautiful pottery pieces with local clays. His work can be seen throughout Paraty at various pousadas and art exhibits.

Type of location: Potter, Artist
Jorge Luiz Pessotti
Estrada Cunha, km 11 (on the left hand side)
T: (24) 9990-7153
Language spoken: Portuguese, English, Italian, Spanish, French

Paraty Green Map
updated 09/2011 by Rainforest Brazil
Atelier Jorge Luiz Pessotti

Post new comment

Your name:
Rainforest Brazil

Comment:*
Atelier Jorge Luiz Pessotti

Compare related sites, explore the related maps, find out about volunteering, how to get here and more. Soon, you will find ways to share this map here, too.

Related Sites
- Related Maps
- Getting Here

Every site using the same primary icon on Open Green Map is automatically linked here. You can compare different approaches and solutions on this map and others around the world.

Other Sites on Map
- Jorge Luiz Pessotti
- Studio Bananal
- Atelier Almir dos Santos
- Atelier do Dalcir
- Atelier Massia Espaso
Atelier Jorge Luiz Pessotti

15 Apr 2012 Rainforest Brazil wrote: Jorge's work is one of a kind. It is worth the trip up the mountain to Cunha to see his breathtaking view and his outstanding world class pottery.

Post new comment

Your name: Rainforest Brazil

Comment: *
LOCAL AND WORLD RENOWN ARTIST

**HISTORY** - GREW UP IN FAVELAS OF RIO

**SUSTAINABLE FEATURES** - USES RE-CYCLED TARPOLEONS AS CANVAS FOR HIS ART
ENTREPRENEUR, CHEF AND AUTHOR

HISTORY - BRAZILIAN

SUSTAINABLE FEATURES – USES AND WRITES ABOUT LOCAL FOOD TRADITIONS AND HISTORY
HISTORY - HIGH END BOUTIQUE HOTEL USING LOCAL MATERIALS AND HIRING LOCAL PEOPLE IN THE CONSTRUCTION

SUSTAINABLE FEATURES - USING LOCAL FOOD PRODUCTS, RECYCLES, COMPOSTS AND IS DESIGNED TO MINIMIZE USE OF POWER
ABOUT

This community mapping project documents information about sustainable businesses, history, and ecological points of interest in the region through web and paper-based guides. These guides are meant to serve as historical documents and to promote local businesses that support ecological education, promote waste reduction, recycling and composting, provide fair wages and language training, promote awareness of cultural diversity and the purchase of local products.

Read more »

WELCOME

Paraty, also called “Parati”, is often called the “jewel” of the Brazilian Atlantic Rainforest. Located in Rio de Janeiro State, between Rio de Janeiro and Sao Paulo, Paraty received UNESCO World Heritage Site designation in 1966.

Read more »

THE MAP

Use Paraty Green Map before, during and after your visit to Paraty. Find the unique artists and historic pousdas as well as the most authentic restaurants. Learn about the history and sustainable features of the local businesses. The culture of Paraty is diverse and based in traditions and festivals. Paraty Green Map will make your trip to Paraty a memorable experience and you will know why that we call Paraty “the jewel of the Brazilian Atlantic Rainforest”.

Read more »
East Village Green Map
Map of East Village
East Village Mapping
Irish Heritage
Irish Heritage History

- Focus of Green Map was on Irish immigration of the laborers and farmers;
- Century following 1815, over 5 million Irish immigrated to America;
- After 1847, Irish Immigrants began to migrate in large numbers into New York.
Irish Heritage History

- Immigrants faced hostility from local residents
  - "No Irish need apply" signs everywhere
  - Monopolized unskilled manual labor jobs
  - Single women immigrants took domestic servant and seamstress jobs
- Mast settled in the Lower East Side of NYC
Map of Irish American sites
Mission of the Immaculate Virgin for the Protection of Homeless and Destitute Children

- Built in 1881. This was the home to 400 homeless and destitute children

- Bldg. had classrooms, a chapel, library, first rooftop playground in the city, and a soup kitchen.
McSorley’s Old Ale House

- Established by John McSorley around 1854
- One of the oldest Irish bar in the city
- Opened its doors to women in 1970
- Owner would give people to drinks with expectation they would vote for his candidate
East Village Mapping
Italian Heritage
Church of the Transfiguration

- Catholic church since 1853
- Served Irish and Italian populations; separated by language
- Italians worshiped in the basement until 1902
- Now, predominantly Chinese
P.S #23: 70 Mulberry Street

- Enrolled many Italian students
- Education not as important to many immigrants; wanted children to work
- Students dropped out due to poor grades
- Now a community center and New York Chinese School
Stabile Bank: Southwest Corner of Mulberry and Grand Street

- Italian bank
- Transmitted millions of dollars back to Italy
- Other services; translated official English documents to Italian
- Sold steamship tickets
Fourteenth Ward Industrial School: Mott Street

- Built with funds from John Jacob Astor III
- Wanted to give children the skills to “move up”
- Taught English and the Protestant Faith
- Wanted to bring children to “civilization” and make them proper “New Yorkers”
The Historic Sites In East Village

- Discovered 18 sites
  - churches
  - schools
  - residences
  - theaters
  - synagogues
  - immigrant burial sites
Meet a Local...

Burt Wagner

http://www.youtube.com/watch?v=oOkV32GLNo0
Challenges with the Process

- Finding the exact location
- Lack of signage/information
- Many residents were unaware or not interested in the heritage of the community
St. Mark’s in the Bowery
East 10th Street at Second Avenue

http://www.1st-art-gallery.com/thumbnail/225545/1/St-Marks-Church-In-The-Bowery-New-York-1880.jpg
Isaac Hopper Residence
110 Second Avenue

Washington Square Park
African Burial Ground Excavation Site Duane Street and Broadway
Green Mapping Summary

- Educational tool
  - Sustainable tourism
    - Culture/Social
    - Environment
    - Economic
- Technology
  - Web 2.0
  - Google map
  - Websites
  - Podcasts
  - Videos