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**ACTIVATING TERRITORIES AND LIVES: A REFLECTION ON THE
TERRITORIAL BASKET OF GOODS AND SERVICES APPROACH AND THE
EXPERIENCE OF ORGANIC MUSEUMS IN THE CHAPADA DO ARARIPE,
CEARÁ**

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The study aims to analyze the experience of Organic Museums (OMs) in the Chapada do

Araripe, Ceará, through the methodological approach of the Territorial Basket of Goods and

Services (TBGS) and the principles of Community-Based Tourism (CBT), discussing their

potential as a strategy for sustainable territorial development. The objective is to understand

how the musealization of daily life, grounded in ways of life, know-how, and local memories,

contributes to the activation of territorial resources. The methodological approach is

qualitative and exploratory, combining a literature review with a technical immersion carried

out in October 2025 in the Cariri territory, during a field trip involving researchers and

farmers associated with the Agrotourism Association Acolhida na Colônia. The theoretical

framework is based on contributions from the TBGS approach, Community-Based Tourism,

and the literature on Organic Museums. The empirical stage relied on direct observation,

dialogue with residents and masters of popular culture, and participation in experiences

conducted by communities themselves. This approach enabled a contextualized understanding

of territorial activation processes and sociocultural dynamics associated with these museums.

The results indicate that Organic Museums operate as genuine activators of territorial

resources, as proposed by the TBGS approach, by articulating material, immaterial, and

natural goods into a unique territorial offering constructed through the protagonism of local

actors. At the same time, the operational logic of Organic Museums aligns with the principles

of Community-Based Tourism by promoting authentic experiences, horizontal relationships

between visitors and hosts, cultural valorization, and the retention of economic benefits within

the territory. It is concluded that Organic Museums constitute a strategy for sustainable

territorial development that goes beyond the economic dimension, strengthening a sense of

belonging, fostering the social recognition of territorial subjects, and integrally activating the

resources and lives that give meaning to places.

Palavras-chave: sustainable territorial development; community-based tourism; territorial basket of goods and services; organic museums; territories.