



Tourism in the Northeast Brazil: A historical edition

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ABSTRACT: The Northeast region stands out from other Brazilian regions for its natural, cultural, historical and architectural beauties, as well as for its famous gastronomy. These characteristics allow the region to offer different tourist activities. Thus, considering this incredible potential, this special issue on Tourism in the Northeast was both a challenge and an opportunity to bring together researchers who are dedicated to the topic of tourism with a focus on this region. In this sense, the partnership between Applied Tourism and Group of Culture and Tourism Studies (GCET) provides opportunities for a broad debate on the current situation and future perspectives with regard to the development of tourism in the Northeast, bringing visions and thoughts that encompass the more diverse segments pointing paths that can lead to the increase of tourism based on the resources available in a responsible, shared and diversified way. One of the main contributions of this edition, which is presented in two numbers, is to show that tourism in the northeastern states is not defined exclusively based on the sun and sea, but that it also encompasses gastronomy, cultural heritage, historical rescue, technology, hotels and valuing workers and communities. Therefore, it is certain that reading this special edition brings important contributions to the development and improvement of tourism and hospitality in the northeast region of Brazil.

KEYWORDS

Tourism;
Northeast;
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INTRODUCTION

The Northeast region stands out from the other Brazilian regions due to its natural, cultural, historical, and architectural beauties, as well as its famous singular gastronomy. Considered Brazil's second most populated region (IBGE, 2022), the northeast region is home of tourist destinations internationally recognized for their paradisiacal beauty, such as Fernando de Noronha - PE, Canoa Quebrada - CE, Jericoacoara - CE, and Maragogi - AL. There are also the beauties of the Chapada Diamantina - BA and the Xingó Canyon - AL, as well as the architectural and cultural heritage of the cities of Porto Seguro - BA, Recife - PE, and João Pessoa - PB, which are among the oldest in the country.

Figure 1: Northeast Brazil map



Source: IBGE, 2023

For a long time, the Northeast region was focused on sun and beach tourism, with images related to similar geographic characteristics broadcasting in almost all of its states, with typically tropical natural landscapes. However, reality has changed because, while leisure tourism on the beaches remains the region's strongest point, new tourist segments, such as cultural tourism with an emphasis on gastronomic, historical, and religious heritage, adventure tourism, and wine tourism, among others, have been developed and offered to the public, allowing tourists to see that the region has a huge potential to be explored.

Figure 2: Northeast region



Source: Pixabay, 2023

This diversity is due to the numerous tourist segments and products available in the region, which demands active, dynamic, and responsible public and private management.

Studies of tourism segments in the Northeast are relevant for the efficient management of resources and the definition of strategies that promote the sustainable development of tourism in the region. The Northeast of Brazil is an area with enormous tourist potential, with its natural beauties, rich culture and diversity of attractions. Therefore, these studies make it possible to identify the most sensitive and vulnerable points, enabling the adoption of conservation and protection measures.



Thus, the management of tourist resources is essential to preserve the nature and cultural heritage of the region, avoiding the negative impact of disordered tourism. It is understood, therefore, that responsible management involves the proper allocation of resources, such as transport infrastructure, basic sanitation, energy and water. The identification of the most promising tourist segments helps in the efficient allocation of investments, focusing on the sectors that have the greatest potential to attract tourists and generate revenue for the region.

In addition, studies of tourist segments in the Northeast allow the identification of opportunities and the development of strategies to promote sustainable tourism. This includes creating tourist itineraries that value local culture, preserving natural areas, encouraging tourism with low environmental impact and promoting community tourism that involves the local population in the process.

The diversification of tourist segments is also an important strategy to make the region less dependent on certain seasonal activities. By exploring different niches, such as cultural tourism, ecotourism, gastronomic tourism, adventure tourism and others, it is possible to attract different types of visitors throughout the year, reducing the negative effects of seasonality.

Another relevant strategy is the promotion and marketing directed to the identified tourist segments. Based on the studies carried out, it is possible to direct publicity campaigns more efficiently, reaching the right target audience and communicating the most appropriate attractions for each segment.

In short, studies of tourism segments in the Northeast are essential for responsible and strategic management of tourism in the region. By understanding the characteristics of each segment and identifying opportunities and challenges, it is possible to promote sustainable tourism, preserving natural and cultural resources, and at the same time, boosting the region's economic and social development.

As a result, getting the chance to rely on studies by researchers dedicated to the theme of tourism in the Northeast region opens a unique opportunity to reflect and discuss the paths to be taken in the increase of tourism activity and the development of society, because tourism growth makes no sense if it is not accompanied by benefits for the Northeast population, as Brambilla (2015, p. 37) explains: "Tourism is an antagonistic and paradoxical phenomenon that depends on how it develops to assess its impacts." The author (2015, p.38) then examines that "while tourism influences cultural changes in the destination pole, it also allows for the rescue and preservation of culture. In this sense, it can be viewed as a form of valuing local identities".

As a result, it is understood that tourism is an activity that, when well planned, benefits local development; however, it can also have negative consequences in the economic, environmental, and socio-cultural areas. Im-

pacts that can harm a receptor pole, include among other things an increase in the cost of living, the destruction of nature, pollution, an increase in the number of visitors, sexual exploitation, and interference with local culture. In this context, it is worth noting that these consequences can be avoided, minimized, or even transformed into opportunities if they are anticipated, known, analyzed, and measured. Thus, the awareness and preparation of professionals working in the tourism sector are critical because while everyone is aware of the negative consequences of tourism when it occurs solely to meet the objectives of increasing demand, it is also known these impacts can be minimized or even reversed if there is community involvement.

According to Ruschmann (2001), one of the major changes in tourism is that managers are now more aware they must preserve tourism for it to exist. According to the author, it is necessary to preserve a region's cultural diversity, values, and practices, as well as the construction of citizenship and full social integration of individuals in a culture of rights and duties.

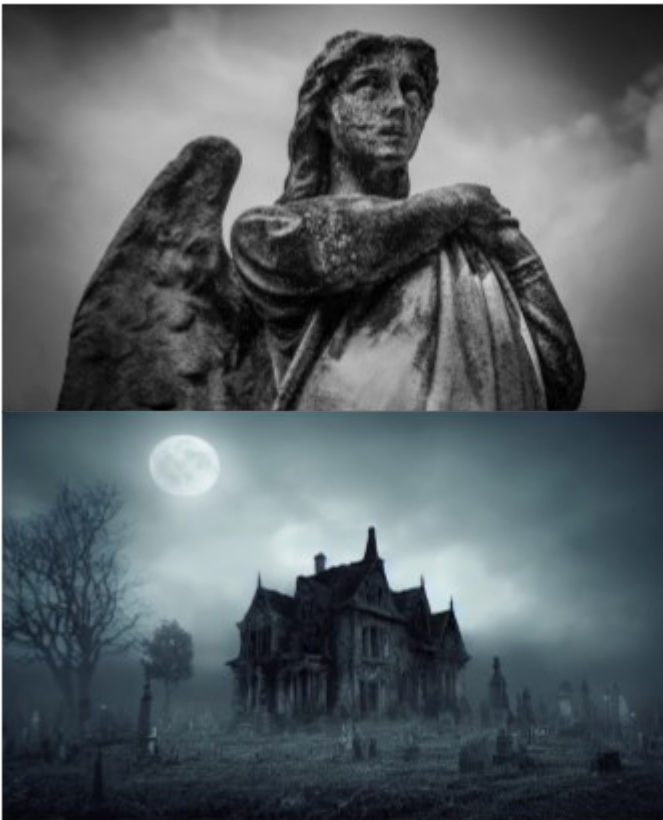
As a result, reading this special edition of Applied Tourism: Tourism in the Northeast, published in collaboration with the Research Group GCET (Group of Culture and Tourism Studies) at the Federal University of Paraíba (UFPB), provides an opportunity for a long-overdue discussion, so that access to knowledge of studies developed by scholars broadens the vision and understanding of the tourism sector in the Northeast.

In the same path, the gathering of studies focused on tourism and hospitality in the Northeast region, as the presentation of several points of view from various realities, contributes to a broader dialogue between the Northeastern states, in their similarities and differences. Furthermore, it emphasizes the importance of investing in education for the development of tourism professionals.

When reading this edition, it is clear that the offer of tourism products is broad and differentiated revealing many segments to be developed, providing an understanding of the potential of tourism activity in the Northeast Region. Regarding this matter, there is a segment of cultural tourism in the relationship between culture and tourism, defined by tourists' desire to experience unique aspects concerning a particular culture (Queiroz; Guilherme, et al, 2017). A segment that offers countless alternatives from the most well-known to the most innovative niches. In this context, Dark tourism finds fertile ground for development in the article "I think I saw a ghost": The potential for fright tourism in João Pessoa – PB that suggests strategies for implementation while also encouraging innovation in the sense of better understanding this segment and allowing new uses for cultural heritage, by emphasizing that historical centers are multi-faceted spaces with great importance for the cultural identity, as authors Felipe Gomes do Nascimento and Amanda Sueli Madeira Pereira state.

What is understood and attentive so that these places are used by tourists, visitors, and residents, combining these spaces, of great cultural and heritage importance, with entertainment. Furthermore, the authors approach an innovative designation, scare tourism, in which elements of local tradition are mixed with transnational aesthetics in a proposal for the city of João Pessoa-PB. According to the authors, that niche can be understood as a less gloomy spectrum of dark tourism, in which tourists look for spooky opportunities that pleasure a destination that has sinister stories or can be promoted as having them. In Brazil, this practice is still in its early stages, but it is possible to find so-called haunted places in some regions of the country, indicating a market opportunity.

Figure 3: Dark tourism



Source: Pixabay, 2023

At the heart of the concept of heritage is the idea of preserving the past through multiple elements, which can range from materiality to value within a society, discussed by Lis Vieira Araújo Silva Franco and Eldio Vanzella when problematizing the issue of heritage in the context of tourism, calling heritage tourism the contemplation of phenomena that carry values related to the past of a community in the article Paraíba Starts Here: Analysis of the Tourism Potential of the Atalaia de Forte Velho Watchtower - Paraíba. Focusing on a heritage site listed by IPHAN (Institute of National Historic and Artistic Heritage), the Atalaia de Forte Velho Watchtower in the state of Paraíba deals with a Portu-

guese construction to act as a port defense in the 16th century, despite its historical importance, its tourism potential is underestimated from the perspective of historical and socioeconomic valorization of the local community, as authors argue.

Thus, it is understood that developing heritage tourism contributes significantly to the improvement of the tourism offer while also contributing to the appreciation of cultural practices and local ways of life, and when this appreciation does not occur adequately, there is a loss in terms of cultural and socioeconomic issues.

Figure 4: Mirante Atalaia de Forte Velho



Source: Franco, 2022

Still, in the field of cultural tourism, the study City Alta Walking Trail: An analysis in light of the cultural heritage of the city of João Pessoa/PB, addresses an important issue not only for the city of João Pessoa but for many localities in the Northeast: pedestrian routes in historic centers. These are routes created in the context of tourist attractions that can include cultural and environmental contemplation and can take various forms depending on the characteristics of the location and the profile of the demand.

Walking trails, according to Francinete da Silva Guilherme and Alessandra Souza Queiroz Melo, are critical for preserving the material and immaterial cultural heritage of João Pessoa/PB. This study provides an important warning for the development of walking trails in cultural heritage areas, as well as the dissemination of existing ones, as a means of protecting and perpetuating a local cultural heritage in harmony with tourism and the community. As a result, the authors believe that the

routes can help residents and tourists learn about the local way of life while also introducing them to the city's cultural and architectural heritage and reviving local memory, and strengthening identities by connecting residents and tourists with the local culture.

Figure 5: Pedestrian routes



Source: GUILHERME, 2022.

Cultural tourism shows its relevance by launching itself through various fields, such as food, in the article Gastronomy as a travel motivator: A study of gastronomic tourism in the city of João Pessoa-PB. In a study conducted by Edilaine da Silva Mota, Priscila Fernandes Carvalho de Melo, Michele Meneses Pinto, and Patricia Pinheiro Fernandes Vieira discovered the importance of focusing on the association of gastronomic potential as a strategy to attract tourists to the destination.

Gastronomic tourism should be understood as a subset of cultural tourism that provides authenticity and experience, emerging as a tourism niche.

Gastronomy is a powerful travel motivator. In João Pessoa, capital of Paraíba, known for its paradisiacal beaches and rich culture, the city also stands out for its typical and diverse cuisine, in which it is presented by a fusion of flavors and influences from different cultures, such as indigenous, Portuguese and African. Typical dishes such as the famous "baião de dois", made with rice, green beans, coalho cheese, sun-dried meat and other ingredients, are true delicacies that conquer the palates of visitors.

The city offers several options of restaurants specializing in seafood, where you can enjoy delicious dishes based on fish, shrimp, lobster and other fresh seafood. In addition to the rich offer of typical dishes, gastronomy in João Pessoa also values regional ingredients and local production.

It should be noted that many restaurants offer options for organic and healthy dishes, in line with the growing demand for more conscious eating, as well as providing a unique cultural experience, allowing tourists to connect with local history and traditions through the taste. The possibility of experiencing authentic and traditional flavors is a way to experience the culture and identity of the city in a genuine way.

In summary, therefore, gastronomy can be a motivator for trips to get to know João Pessoa that enriches the tourist experience, offering visitors an immersion in the local culture through the authentic flavors and the rich culinary diversity of the region.

To that end, the authors investigate gastronomic tourism in the city of João Pessoa to determine whether it plays a significant role in attracting tourists to the city. In terms of interest in experience/gastronomic tourism, it was found this is not a motivation for visiting João Pessoa; however, there is a desire to try the local gastronomy. In this context, enterprise managers, and those in charge of publicizing João Pessoa must focus on associating the gastronomic potential as a strategy for attracting potential tourists to the destination.

Figure 7: Carne de sol



Source: destinoparaiba.gov.br, 2023

Even in sun and sea tourism, it is possible to innovate, as Daiko Lima e Silva and André Luiz Souza Nascimento demonstrate with shipwreck tourism, a form of tourism poorly explored or known by tourists and the local population, but that can be an option to attract a differentiated public, offering an opportunity for knowledge, innovation, and economic benefits.

This activity offers divers and adventure enthusiasts the opportunity to explore sunken ships and other submerged objects, often with historical or cultural value.

Shipwreck tourism is especially attractive for people passionate about history, maritime archeology and marine life, allowing visitors to come into direct contact with the past and witness the remains of vessels that, in some cases, have been sunk for centuries.

It is important to emphasize that this activity can boost the local economy, that is, by attracting divers and tourists interested in underwater experiences, it can result in an increase in tourism in the region, benefiting hotels, restaurants, diving operators, souvenir shops and others. local businesses.

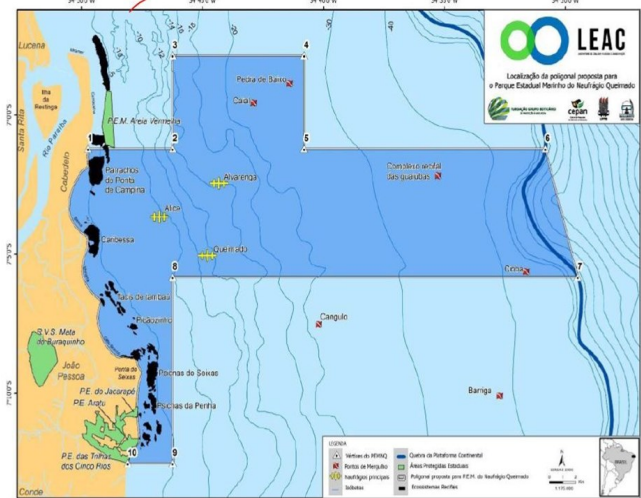
However, it is essential to balance shipwreck tourism with conservation of the underwater environment, as excessive or inappropriate exploitation of shipwrecks can cause irreparable damage to marine ecosystems and historic heritage.

Humans are constantly on the move, seeking new forms of travel and entertainment that combine fun with the acquisition of new knowledge and experiences, and it is in this movement that shipwrecks can occur, as the authors explain in the article Shipwreck Tourism in João Pessoa: An opportunity based on the history of the Steamship Alice.

The steamship Alice set sail from Recife/PE on June 25th, 1899, bound for Mossoró, in Rio Grande do Norte. On its way to the capital, it stopped in Paraíba where it received two thousand sacks of cotton before departing the port of Paraíba at the end of August and heading south. The authors report that Alice was sinking about 4 miles south of the bar, 3.5 miles from Bessa beach in João Pessoa, with its bow facing the land.

Although the story is interesting and arouses the curiosity of residents and tourists, the results of the study indicate a lack of investment in this tourism niche which limits its potential as an attraction, and could be a relevant option, by taking advantage of the extensive northeastern coastline and providing opportunities for responsible and differentiated use in the sun and sea segment.

Figure 8: Shipwreck Tourism



Source: SUDEMA, 2023

Another option to sun and sea tourism is analyzed in the text Buggy rides as a tourist attraction in Rio Grande do Norte, Brazil, in which the authors Luisa Nascimento Lira, Islaine Cristiane Oliveira Gonçalves da Silva Cavalcante and Lissa Valéria Fernandes Ferreira show in their study that it is possible to combine sun and sea tourism with adventure tourism, taking advantage of geographical potentialities and thus generating benefits for the tourist trade and population.

The authors examine the Buggy activity in Rio Grande do Norte, that combines natural factors such as beaches, lagoons, and dunes to provide tourists with adventure experiences, resulting in a differentiated and innovative tourist product. An important point of the article is the warning about the importance of planning, safety, and training for those involved, as well as the preservation of the environment.

Figure 9: Buggy nas dunas do Rio Grande do Norte



Source: vanservice.com.br, 2023

The hotel industry is also studied as an essential component for tourism development in studies in this special issue, which addresses both issues associated to the COVID-19 pandemic and aspects related to employees of the means of accommodation.

The day-to-day operations of lodging companies are defined by hospitality, but this routine has been significantly impacted by the COVID-19 pandemic, which has been resumed through specific protocols and good hygiene practices, as explained by Paula Dutra Leo de Menezes, Marcleide Maria Macêdo Pederneiras, and Lidiana de Castro Lima Bandeira. Thus, these measures needed to reach potential customers, as analyzed in the study *Hospitality in times of pandemic: Examining the guest experience in lodging facilities in the city of João Pessoa/PB*, because guests share their experiences on the Internet, providing information about their stay and evaluating the establishments based on the quality of services provided. This information determines the performance of the lodging facilities and creates an online reputation that can influence the decision-making of potential future guests.

Figure 10: The hotel industry and COVID-19



Source: Pixabay, 2023.

Still on this topic, the article *The Pandemic of COVID-19 and its effects on the mental health of hospitality management workers* examines the effects of the pandemic on workers' mental health, discovering that the pandemic caused financial concern, the fear of losing one's job, the fear of contracting the disease during working hours, and an even greater fear of infecting other people at home, in addition to physical tiredness, obsession for cleanliness, and stress, Brenda Suellen de Souza Grisi and Carla Stefânia Cabral de Medeiros Santana sentence. All of these effects have generated and may continue to affect work relations and personal relationships, and thus require special attention so that administrators of the means of accommodation can implement appropriate people management policies that contribute to the reduction of these impacts and better working and living conditions.

Figure 11: The hotel industry and COVID-19



Source: Pixabay, 2023.

The article, *Endomarketing as a tool for excellence: A case study of a hotel in João Pessoa - PB*, discusses the use of internal marketing strategies, called Endomarketing, analyzed as a valuable management tool in many enterprises, including the hotel industry.

Endomarketing, defined as the adoption of strategies aimed at the internal public, is based on the premise that the value of collaborators, bilateral communication, and a healthy work environment are essential factors for the success of an organization. This is the proposal of the article by Emily Alana Lourenço dos Santos and Adriana Brambilla, who investigate Endomarketing in a hotel in João Pessoa-PB. The findings emphasize the importance of studying the internal environment of lodging establishments to achieve positive outcomes for both employees and guests.

Figure 12: Endomarketing



Source: Aprimorar, 2023

The COVID-19 pandemic influenced travel and destination choices, as demonstrated in the article *Proximity tourism: An observational analysis of instagram as a divulgation tool for the northeast region of Brazil*. According to Marília Ferreira Paes Cesário, new technologies combined with pandemic reflexes brought about changes and encouraged Proximity Tourism, a type of travel that is shorter and closer to the tourist's city of residence.

To that end, the primary goal of this study was to conduct an observational analysis of what was posted on Instagram concerning proximity tourism, to determine whether cities in the Northeast of Brazil are using this tool on Instagram, as it is a social network with significant influence on the purchase decision-making processes of Brazilian consumers.

Figure 13: Proximity tourism



Source: Mais Viagens, 2023.

Time is also investigated in two aspects of tourism: displacement and destination selection. The authors of the article "Time pressure and its Influence on the Intention of going to the destinations Aracaju/SE and Salvador/BA" analyze that deciding on a specific destination for a trip demands research on accommodation, means of transportation, activities, and safety, among other factors. This search may take a significant amount of time, which may even become a factor of giving up the trip. In light of these considerations, the authors Taís Alexandre Antunes Paes, Rodrigo Ladeira, Maria Teresa Grimaldi Larocca, and Esdras Matheus Matias assessed the relationship between tourist or visitor time pressure and interest in visiting Aracaju/SE and Salvador/BA.

Figure 14: Time tourism



Source: Pixabay, 2023.

Community-based tourism is also discussed in the context of the Northeast region in the text *Between places and disenchantments*: The community-based tourism in prainha do Canto Verde, Beberibe - CE, in which João Paulo da Silva analyzes the territorial repercussions of the development of Community-Based Tourism (CBT) in the Resex Prainha do Canto Verde, a community located in Beberibe County, on the coast of Ceará State. The study helped to understand that CBT is a way to ensure community participation in the process of construction, operation, management, and monitoring of tourism activities in territories that present social and economic vulnerabilities, usually characterized as traditional communities. These statements reinforce that CBT is an activity based on the participation of the local population in the processes of planning, implementation, and evaluation of tourism activities (NASCIMENTO and LIMA, 2020).

Figure 15: Community-Based Tourism



Source: Trip Advisor, 2023

This issue also brings a discussion about tourism advertisements with the article *What is the color of the northeast? an analysis of the visual language (images and colors) of tourism advertisements*. The author Simone Neto de Santana Oliveira considers that colors occupy an important place in people's lives in all aspects, and therefore undertook research to analyze the use of colors in tourism advertisements in the Northeast Region and how it impacts the perception of images and the choices of each individual in these advertising campaigns.

Figure 16: Tourism mosaic in the northeast



Source: Instagram, 2023

We are deeply honoured to participate in this partnership with Applied Tourism, through GCET (UFPB), we wish you an excellent reading!

Dr^a Adriana Brambilla (UFPB/CCTA/DTH/GCET)
 Dr. Elídio Vanzella (UNIFUTURO/FCU/GCET)

Academic research in the tourism and hospitality sector in the Northeast plays a crucial role in accompanying the region's economic growth and promoting the diversification of the tourism market, allowing valuable insights to be obtained about trends in the tourism market, such as visitors, the demand for different types of services and experiences, as well as the challenges and opportunities facing the industry. These studies provide a solid base of information for strategic planning in the sector, allowing companies and tourist destinations to adapt to market changes and meet tourists' expectations.

In addition, contributing to the economic growth of the region by encouraging innovation and the development of new tourism products and services, helping aspiring marketers to identify niche markets that are still underexploited and offering offers to create differentiated products, which attract tourists with specific interests. and contribute to an increase in the flow of visitors and, consequently, the sector's revenue. Also noteworthy is the possibility of providing a solid base of knowledge for the formulation of public policies and tourism development plans in which local governments can direct their investments more efficiently, prioritizing the preservation of natural and cultural resources, the improvement of the tourist infrastructure and strengthening of the offer of services.

Thus, in view of this brief presentation, it can be evidenced this edition brings to the academic and professional environment important contributions to the development and improvement of tourism and hospitality in the northeast region of Brazil. In the certainty that these proposals may influence the elaboration of other researches, generating a virtuous and vital cycle for tourist activity.



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