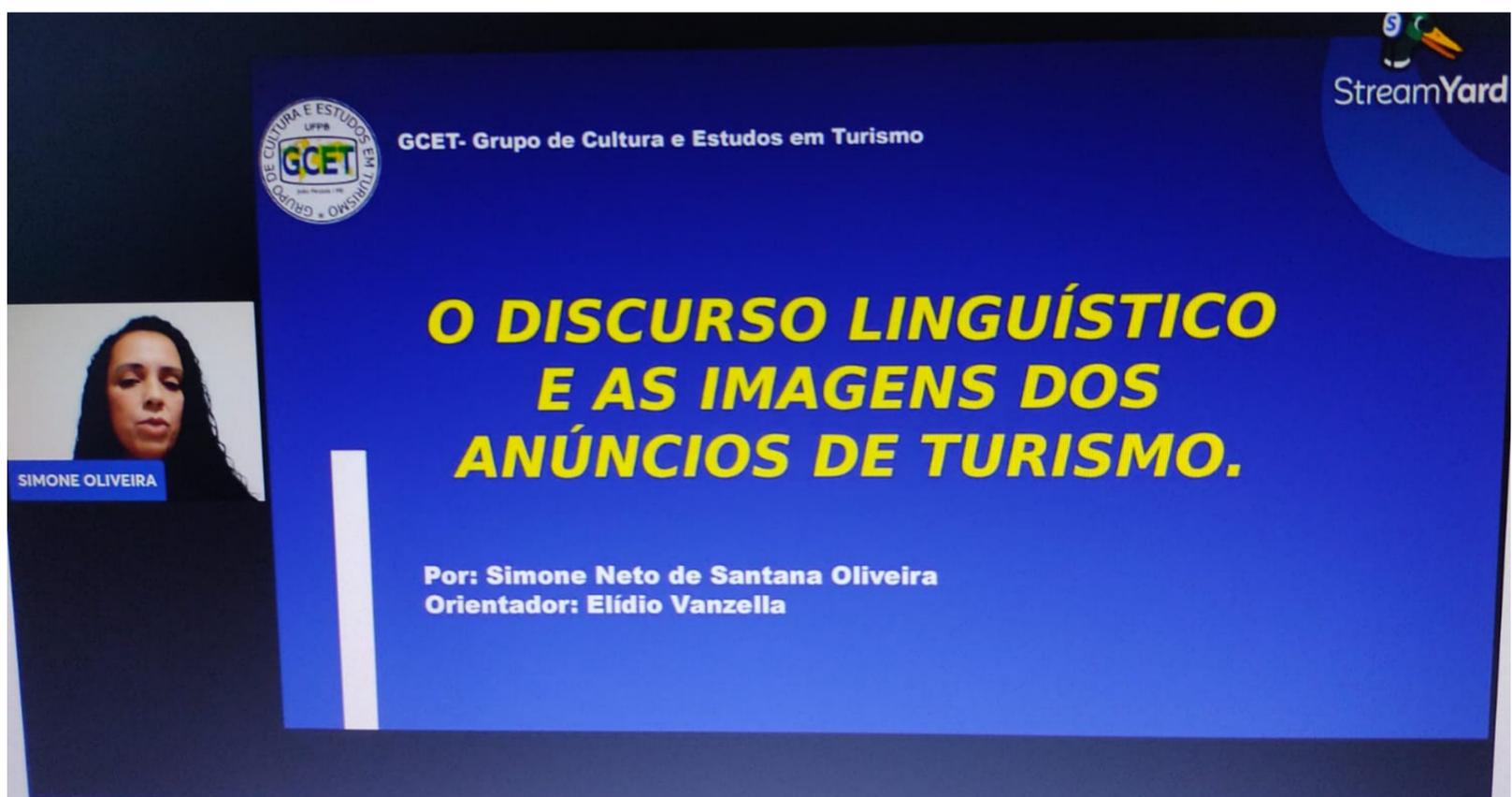


GCET NEWS

Atividades relacionadas ao mês de Maio de 2022

EVENTOS DO MÊS DE MAIO

O GCET parabeniza Simone Oliveira pelo sucesso da palestra ministrada sobre "O DISCURSO LINGÜÍSTICO E AS IMAGENS DOS ANÚNCIOS DE TURISMO" na disciplina MARKETING TURÍSTICO da professora Adriana Brambilla da Universidade Federal da Paraíba – UFPB.

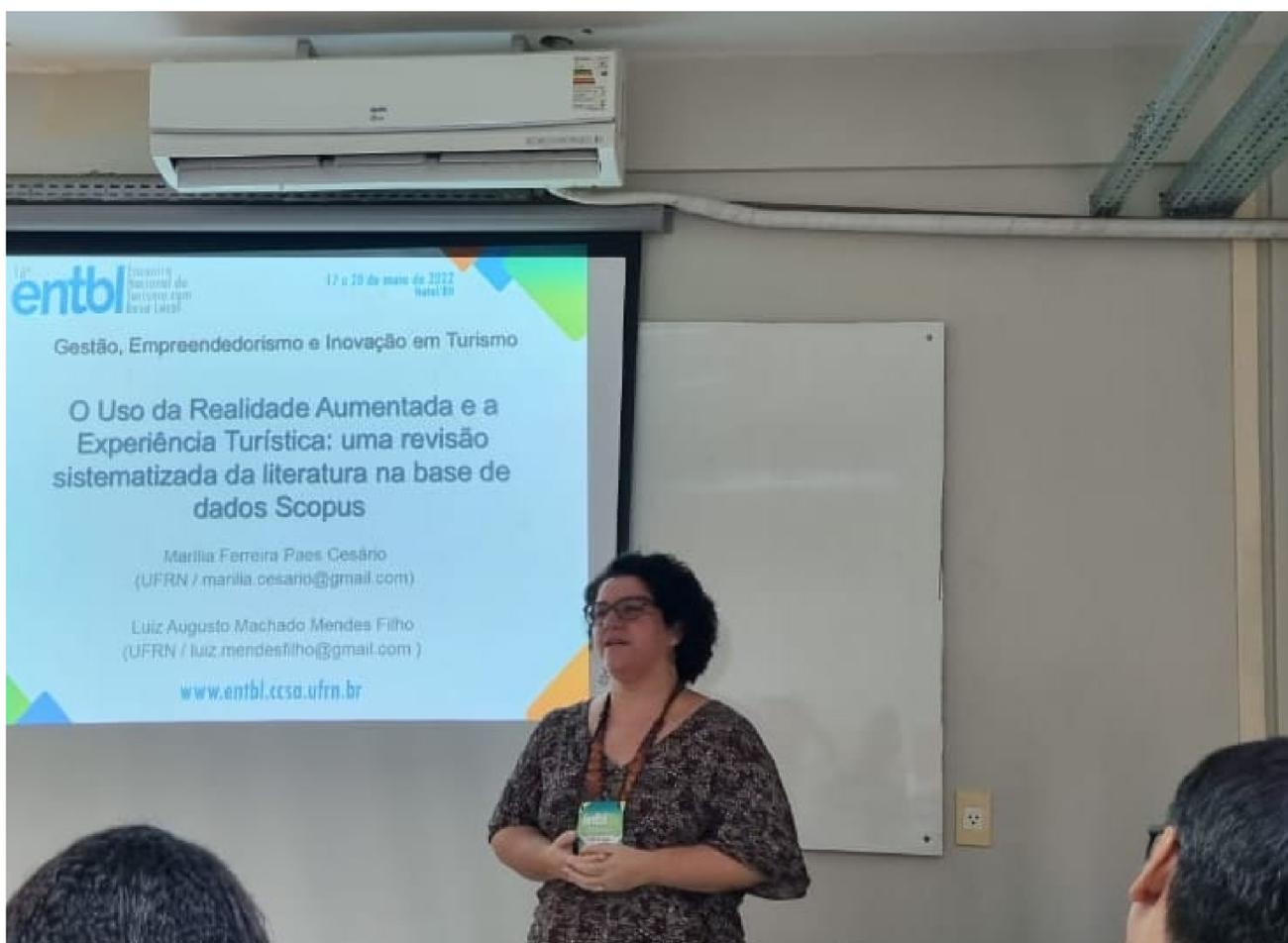


GCET NEWS

Atividades relacionadas ao mês de Maio de 2022

EVENTOS DO MÊS DE MAIO

O GCET parabeniza Marília Paes pelo sucesso da apresentação realizada no Encontro Nacional de Turismo Com Base Local (ENTBL), com a temática: "O USO DA REALIDADE AUMENTADA E A EXPERIÊNCIA TURÍSTICA: UMA REVISÃO SISTEMATIZADA DA LITERATURA NA BASE DE DADOS SCOPUS."



GCET NEWS

Atividades relacionadas ao mês de Maio de 2022

EVENTOS DO MÊS DE MAIO

O GCET parabeniza Felipe Gomes pelo sucesso da apresentação realizada no Encontro Nacional de Turismo Com Base Local (ENTBL), com a temática: "DIALOGANDO SOBRE A IMPORTÂNCIA DA RESILIÊNCIA PARA GESTÃO ESTRATÉGICA DE PESSOAS NO TURISMO"



16º **entbl** Encontro Nacional de Turismo com Base Local

17 a 20 de maio de 2022
Natal/RN

(Gestão, Empreendedorismo e Inovação em Turismo)
(Artigo Completo)

DIALOGANDO SOBRE A IMPORTÂNCIA DA RESILIÊNCIA PARA GESTÃO ESTRATÉGICA DE PESSOAS NO TURISMO

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GCET NEWS

Atividades relacionadas ao mês de Maio de 2022

EVENTOS DO MÊS DE MAIO

O GCET parabeniza Alessandra Queiroz, Adriana Brambilla, Fernanda de Cândido e Priscila Melo pela publicação do artigo "GCET LIVES" NA REVISTA APPLIED TOURISM.

O GCET PARABENIZA:

Alessandra Queiroz
Adriana Brambilla
Fernanda De Cândido
Priscila Melo

PELA PUBLICAÇÃO DO ARTIGO "GCET LIVES" NA REVISTA
APPLIED TOURISM



GCET NEWS

Atividades relacionadas ao mês de Maio de 2022

CONGRESSO DO MÊS DE MAIO

O GCET parabeniza ADRIANA BRAMBILLA, ELÍDIO VANZELLA, ALESSANDRA QUEIROZ, PRISCILA MELO, FELIPE GOMES, MARÍLIA PAES, LIS VIEIRA E SIMONE OLIVEIRA pelas apresentações na **Contemporary Tourism Challenges 2022, na BULGÁRIA.**



O GCET PARABENIZA:

Adriana Brambilla
Elídio Vanzella
Priscila Melo
Alessandra Queiroz

**PELAS APRESENTAÇÕES NO
COMTEMPORARY TOURISM
CHALLENGES 2022, NA
BULGÁRIA.**



O GCET PARABENIZA:

Felipe Gomez
Marília Paes
Lis Vieira
Simone Oliveira

**PELAS APRESENTAÇÕES NO
COMTEMPORARY TOURISM
CHALLENGES 2022, NA
BULGÁRIA.**



O GCET parabeniza Alessandra Queiroz e Elimar Pinheiro do Nascimento pela publicação do artigo "THE ROLE OF GASTRONOMY IN AMAZON TOURISM: THE CASE OF THE CITY OF MANAUS" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

THE ROLE OF GASTRONOMY IN AMAZON TOURISM: THE CASE OF THE CITY OF MANAUS

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Elimar Pinheiro do NASCIMENTO²

Federal University of Amazonas, Brazil

Summary: For tourism, gastronomy presents itself as a segment that has great relevance, enhancing and awakening positive economic results in its production chain. As a cultural tourism product, gastronomy contributes to the tourist offer, valuing and expanding visitors' experiences. The city of Manaus, located in the state of Amazonas, has a rich Amazonian cuisine, which brings in its essence a cultural miscegenation, making it a very relevant attraction for tourism. The objective of this research was to analyze how the regional Amazonian gastronomy found in the city of Manaus could contribute to stimulate, disseminate and preserve the local culture, and better conserve the environment. was used methodology of bibliographical and documentary research. having as results, the absence of visible actions that work the local regional cuisine as tourist potential, to attract new visitors and to reinforce the local culture and that contributes to the sustainable development in the region.

Key words: Gastronomic route; Sustainability; Amazon; Regional gastronomy; Gastronomic tourism.

1. INTRODUCTION

Gastronomy can be understood as a cultural exchange, which provides, from the preparation or tasting of food, important information about the places visited, their habits and customs, a true exchange of knowledge (UNWTO, 2017). The influences of a locality, those that make up and constitute its history over time, determine what will be served to the tourist. Thus, the seasoning and the product define each region.

According to a survey carried out by the Ministry of Tourism in partnership with the Fundação Instituto de Pesquisas Econômicas (FIPE) on international tourist demand, gastronomy is among the tourist, better rated by tourists. The evolution of gastronomic tourism over the years has incorporated ethical values and territorial sustainability in its essence, seeking to value local history, cultural heritage, landscape and other aspects. trallersustainability (CÂNDIDO and BRITO, 2020).

In this way, it is understood that gastronomic tourism is not only a path that preserves the past, but also has the power to build the future of tourist destinations while preserving local authenticity (COSTA and MAPURUNGA, 2018). In this context, the Brazilian cultural

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O GCET parabeniza Elídio Vanzella e Adriana Brambilla pela publicação do artigo "THE TOURISM PRODUCT: A CONCEPTUAL LOOK" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

THE TOURISM PRODUCT: A CONCEPTUAL LOOK

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Summary: The Market is the area in which products are produced and/or sold to meet consumers' needs and can be understood as being the place where sellers and buyers meet up. In tourism, the product is an arrangement of material and immaterial benefits, offered with the proposal to fulfill the tourist's desires and expectations. In this context, the tourism product can be interpreted as the sum of the infrastructure, heritage, and services necessary for the realization of tourism activity. The better the quality of this arrangement, the better the result for tourism activity. In this context, this work aimed to propose a new look at the concepts of the tourism product. This study is an essay where the ideas and points of view of the authors on the proposed theme were exposed, seeking originality in the approach. The tourism market is wide and new options, that is, new tourism products arise over time because consumers with new expectations, looks, and interests lead to a constant adaptation of the offer. The market is dynamic, adaptable, and responds quickly to new demands, but for the success of the activity, it is necessary to understand and follow the specificities of a tourism product within a dynamic market.

Keywords: Market; Product; Tourism.

1. Introduction

The market is the site in which products are produced and/or sold to satisfy consumers' needs and desires. In this context, the market performs several segmentations so that certain products are related to specific types of consumers. Thus, one can consider that tourism products should be developed according to demand because one thing is the product itself and another is how tourists see and perceive it during the time they experience it. In this context, the current study proposes a new look at the concepts of the tourism product.

Thus, we sought to bring contributions to the advancement of conceptualizations and a new understanding of the tourism product, to present its characteristics that are often specific and therefore deserve a more detailed analysis, since these specificities are essential for the preparation of projects and the development of products in the tourism sector. On many occasions, the success of a tourism offer depends on the observation and understanding of these differentials, to avoid the adoption of similar strategies in all destinations, and even more, to avoid considering the tourism market as homogeneous.



O GCET parabeniza Simone Neto Santana De Oliveira e Elídio Vanzella pela publicação do artigo "THE LINGUISTIC DISCOURSE IN THE IMAGES OF TOURISM ADVERTISEMENTS" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

THE LINGUISTIC DISCOURSE IN THE IMAGES OF TOURISM ADVERTISEMENTS

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Florida Christian University, Orlando, US / Grupo de Cultura e Estudos em Turismo (GCET)

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Unifuturo/ Grupo de Cultura e Estudos em Turismo (GCET), Brazil

Abstract: Tourism ads have always been a tool used by travel agencies to boost their itineraries. All marketing material has evolved in response to changes in consumer behavior, and the creation of these texts. This study presents a descriptive and qualitative analysis that reveals the new prospects of a linguistic construction that accepts other signs along with the word to persuade this audience. This study approach is based on discursive multimodality theory and qualitatively analysed documents that detail the aspects which support this theory. The study starts with documents from the 20th century, progressing in complexity about the texts, ad formatting, and the information presented, then analyses a 21st-century ad, that is rich in visual information, showing that in the age of digital media, the word has become linked to new styles of "linguistic discourses" that communicate more widely and dynamically, and ensure greater success in the attempt to attract new customers. The results of this study lead to the comprehension that advertising has evolved with the introduction of new elements of communication since the twentieth century, and they continue to be more and more susceptible to interaction due to their multiplicity of languages. It involves and persuades in higher proportion, who presents greater textual evolution capacity, considering the various communication signs.

Keywords: Written Language; Image; Digital Media; Tourist Destinations.

Introduction

Ads for tourist itineraries on social platforms such as Instagram, Facebook, YouTube, and blogs present the need for research into the text impact on a person's decision to visit certain places. The target market and the best way to lead them to the advertised destination should be held when building this discourse. On this basis, since words have persuasive power, aesthetics and semantics can be advantageous. The aspects engaged to attract this target audience's interest must be as crucial as the actions to seduce them. Due to the spread of digital media and the ability to get information in real-time about any attraction, this is a case of using creativity to persuade others to choose the itinerary presented. This study aims to analyse how words and images in digital media have boosted the search for tourist destinations.

Development

Before the Internet and the immediate reach it provides for any information, the tools used by travel agencies to persuade potential buyers were oral and written discourses (through



O GCET parabeniza Felipe Gomes, Adriana Brambilla e Elídio Vanzella pela publicação do artigo "PARQUE ECOLÓGICO DA NASCENÇA IN ITAPOROROCA-PB (BRAZIL): A STRATEGIC ASSESSMENT" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

PARQUE ECOLÓGICO DA NASCENÇA IN ITAPOROROCA-PB (BRAZIL): A STRATEGIC ASSESSMENT

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Abstract: The use of ecological parks for tourism is a strategy for conservation and sustainable use of natural resources in areas of great environmental value, enhancing the potential of these environments and generating development for local populations. For this goal to be achieved, it is necessary that the public authorities invest in the planning and organization process in a strategic way, seeking to optimize public policies. Thus, it is necessary to know the scenarios in which the attraction is located, trying to understand them in order to minimize the negative impacts and maximize the positive ones. In this sense, this article aimed to evaluate the Parque Ecológico da Nascimento, located in the city of Itapororoca, in the state of Paraíba (Brazil), through the SWOT analysis method. The results showed that in the internal environment the weaknesses of the ecological park are greater than the strengths, thus, it is up to local managers to pay more attention to these aspects. In relation to the external environment, several opportunities are glimpsed for this attraction, leaving it up to the government to create public policies that can promote continuous improvements and diversify the attraction. It is suggested that new studies can be carried out, taking as a starting point the level of satisfaction of visitors who frequent the park, as well as an analysis of the relationship between public and private power in this space.

Keywords: Sustainable Tourism; Strategic Planning; Natural Areas;

Introduction

The use of ecological parks for tourism is a strategy for the conservation and sustainable use of natural resources in areas with great environmental value, enhancing the potential of these environments and generating development for local populations. In this context, the Parque Ecológico da Nascimento, located in the city of Itapororoca, State of Paraíba (Brazil), is the main local tourist attraction and proposes to explore tourism based on the principles of sustainability. For this goal to be achieved, it is necessary that the public authorities invest in the planning and organization process in a strategic way, seeking to optimize public policies.

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O GCET parabeniza Elídio Vanzella, Adriana Brambilla e Marília Paes pela publicação do artigo "TECHNOLOGIES IN SMART TOURIST DESTINATIONS AND CUSTOMER SUCCESS ACTIONS: WAYS TO ENABLE A BETTER TOURIST EXPERIENCE?" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

TECHNOLOGIES IN SMART TOURIST DESTINATIONS AND CUSTOMER SUCCESS ACTIONS: WAYS TO ENABLE A BETTER TOURIST EXPERIENCE?

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Abstract: *The use of technology has increased expressively and tourism is no exception, forcing the industry to change its approach to presenting products and services to a consumer who has also changed significantly, and he is now hyper-connected and much more demanding. As a result, cities follow this trend, and Smart Tourist Destinations emerge with the potential to improve the quality of the tourist experience across all dimensions and resources. However, how can we make tourists learn the best way to take advantage of these resources? This is where customer success (CS) strategies take action, that intend to educate the customer about the best way to use the available resources. So, this article aims to analyse the publications in the Scopus database, about the customer success subject and identify possibilities of improvement in the tourist experience with the use of CS in Intelligent Tourism Destinations. Exploratory research was applied, using a qualitative approach and a survey of studies linked to the proposed themes, as well as a study of what has been published on the theme of customer success and its relationship with tourism in the Scopus database. After considerable refinement, a total of seventy-four articles only on CS were found in the database, and none of them related to tourism, indicating there is a significant gap that needs to be addressed by future study.*

Keywords: *Technology; Intelligent Tourism Destinations; Tourism Experience; Customer Success*

1. INTRODUCTION

Tourism, which is regarded as an activity of great global impact, capable of delivering economic and socio-cultural benefits when well planned, it has experienced an intense growth since its first leverage after the Second World War. In spite of the moment the world has been going through, taken by a pandemic of unprecedented proportions, which has caused the sector to shrink in size and resignify products and services, tourism has the potential for great changes.

It is noticeable that from the late 1990s on, the greater access to technologies has been an ally in making its operations more integrated, connected to other sectors, and, consequently, more competitive to the market. Technology has not only become a vital component of tourism,



PUBLICAÇÕES DO MÊS DE MAIO

O GCET parabeniza Priscila Fernandes e Adriana Brambilla pela publicação do artigo "THE NORTHEASTERN ROLL AND CINEMATOGRAPHIC TOURISM" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

THE NORTHEASTERN ROLL AND CINEMATOGRAPHIC TOURISM

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Adriana BRAMBILLA²

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Summary: Upon arriving in the city of Cabaceiras, a little more than 180 km from the city of João Pessoa, capital of the state of Paraíba, the traveler is confronted with a large sign informing that the visitor has arrived at the "Roliúde Nordestina". The region, with few rainy days, has the best natural conditions in Brazil to make a movie. Cinematographic activities in Cabaceiras have been going on since 1921, adding up to more than 50 audiovisual productions. However, it was in 1998, with the television series "O auto da Compadecida", that Cabaceiras became widely known as a tourist attraction and a potential destination for other audiovisual productions. Thus, the objective of this study is to analyze the viability of the town for a new kind of tourism, cinematographic tourism. The Roliúde Nordestina project emerges with the purpose of consolidating Cabaceiras as an audiovisual destination for the capture of new audiovisual productions, as well as to encourage tourism in the region for the generation of employment and income. Cinematographic tourism in Cabaceiras has potential both to host audiovisual productions and to develop cinematographic tourism in a more comprehensive way. However, the actions that have been taking place to boost cinema tourism in this municipality, which survives on the image of the film "O auto da Compadecida", are not enough, but it is not known how long this will last.

Keywords: Tourism; Cinematography; Health.

Introduction

A little over 180 km away from the city of João Pessoa, capital of the state of Paraíba, is the town of Cabaceiras. The region, with few rainy days, has the best natural conditions in Brazil for the making of a movie. This is because the sun is always shining in the sky that has few clouds, which provides more time for filming and, consequently, more time of natural light, with better quality.

Upon arriving in the city, the traveler is confronted with a sign informing that he has arrived at the "Roliúde Nordestina". The Portuguese spelling of the word Hollywood, from the English language, brought creativity and avoided the idea of an imitation of the original region.



PUBLICAÇÕES DO MÊS DE MAIO

O GCET parabeniza Francinete Guilherme e Alessandra Queiroz pela publicação do artigo "THE TECHNOLOGY TO EXPAND THE PEDESTRIAN ROUTE IN THE historic center of João Pessoa" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022) na Bulgária.

THE TECHNOLOGY TO EXPAND THE PEDESTRIAN ROUTE IN THE HISTORIC CENTER OF JOÃO PESSOA

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Alessandra Souza Queiroz Melo²

Federal University of Amazonas / Grupo de Cultura e Estudos em Turismo, Brazil

Summary: Technology is part of human life, it is present in the daily lives of people who are connected through the internet, and this technology facilitates access to information. Thus, some destinations have been using technology as a competitive advantage and provide a new experience for tourists. However, transforming a location into a smart destination is not easy and the public sector often suffers from obstacles, so the objective of this work is to analyze the contribution of the public-private partnership with technological companies to the tourist experience in the historic center of the city of João Pessoa/Paraíba/Brazil. This is a qualitative research, with an exploratory character, and data collection took place through bibliographic and documentary research. João Pessoa/PB, has already started to invest in technology related to tourism in the beach region, but the city has great tourist potential in the region known as the Historic Center, as it is the place where the construction of the city began. Despite its potential, the historic center has been neglected over the years, with projects such as the pedestrian route being abandoned, lacking investment and the heritage being destroyed. With technology gaining space in the tourism area and the mutual collaboration between the public and private sector can bring a new perspective to tourism in the city, and the Horizontes de Inovação Technological Park Project promises good results for the development of the place as well as the preservation of the material and immaterial historical heritage.

Key words: Tourism; Technology; Historic Center; Pedestrian Route; João Pessoa/PB.

INTRODUCTION

Technology is part of human life, it is present in the daily lives of people who are connected through the internet, and this technology facilitates access to information. In this context, many tourist destinations have been using technology to present a differential for the locations and provide a new experience for the visitor, as in the case of the city of João Pessoa, the capital of the state of Paraíba.

The municipal government of João Pessoa, in 2021, announced interest in some projects that use technology to promote tourism, transforming it into a "smart" city, with innovation and participating in a new market, as tourists are increasingly demanding and interactive (Prefeitura de João Pessoa aposta em tecnologia para ampliar informações turísticas, 2021). The city has



O GCET parabeniza Liz Vieira e Adriana Brambilla pela publicação do artigo "CONTENT MARKETING FOR THE PROMOTION OF RESORTS LOCATED IN THE NORTHEAST REGION OF BRAZIL" nos anais da Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022), na Bulgária.

CONTENT MARKETING FOR THE PROMOTION OF RESORTS LOCATED IN THE NORTHEAST REGION OF BRAZIL

Liz Vieira Araújo Silva FRANCO¹, Adriana BRAMBILLA²
Federal University of Paraíba, Brazil

Abstract: Content marketing is considered a contemporary form of promoting products and services. Content production is designed to attract consumers through a creative and captivating approach, as an effective method, which may vary from theme to format. Bringing these aspects to the hotel context, especially to resorts, content marketing can be well explored, promoting elements such as the very structure of the enterprise, the local cuisine and the backstage of service provision, which are considered attractive themes for potential consumers. Taking these elements into account the study aimed at looking over the techniques and strategies of content marketing for promoting the resorts located in the Northeast region of Brazil, through a quantitative-qualitative methodology, analysing the point of view of consumers who have stayed at the resorts of the research, achieving results that demonstrate it is an effective and accessible process, mainly in digital media. Based on these results, the research may help not only in the development of marketing in the hotel sector, but also in the expansion of academic knowledge, still relatively unexplored about the relation between the themes.

Keywords: digital marketing; content marketing; hospitality marketing; resort.

Introduction

The innovations brought by digital media have modified the traditional sales models, so that most of them are now performed online. Facing a competitive scenario, hotel developments have begun to adopt digital media as a promotional tool, building a more frequent and direct connection with consumers.

Among the types of lodging facilities, resorts fall into a category designed for attracting, retaining, and satisfying the guests who want to take leisure trips (Murphy, 2008). These establishments stand out for adding multiple services, offering an All-Inclusive board system, activities aimed at entertaining all ages, wide pool space, besides numerous restaurant options, becoming then the main attraction or even the only one of the trip (Grampa, Nascimento & Wada, 2012). However, as in other types of enterprises, the competition becomes a challenge to keep the revenue at certain periods of the year. Therefore, content marketing comes so that companies keep in contact with consumers, through a creative and captivating approach, conveying the values they want to establish to the point of becoming the first consumption choice (Kotler, Kartajava & Setiawan, 2017).



O GCET parabeniza Elane Soares, Adriana Brambilla e Maria Clara Formiga pela publicação do artigo "THIRD AGE TOURIST: ACCESSIBILITY IN BARS AND RESTAURANTS OF BESSA BEACH IN THE CITY OF JOÃO PESSOA/PB" na Conferência Científica Internacional: Desafios Contemporâneos do Turismo (Contemporary Tourism Challenges 2022), na Bulgária.

**THIRD AGE TOURIST:
ACCESSIBILITY IN BARS AND RESTAURANTS OF BESSA BEACH
IN THE CITY OF JOÃO PESSOA/PB**

**Elane Raquel do Nascimento SOARES¹, Maria Clara Virginio Araruna Formiga²,
Adriana BRAMBILLA³**
Federal University of Paraíba - UFPB / GCET, Brazil

Abstract: Verifying the indispensability of accessibility inserted both in destinations, equipment and tourist spaces and with the expansion of the segment of tourism for the elderly in Brazil, as well as the elderly tourists being seen as a potential audience that mitigates the tourist seasonality, since they travel at any time of year, due to their availability of time and income, is that we sought to analyze whether the bars and restaurants located on Bessa beach on the north coast of the city of João Pessoa/PB are prepared and able to provide the needs of this audience when it comes to accessible and inclusive environments, considering that, due to age advancement, a portion of this audience has some kind of limitation, temporary or not. That is why it is necessary that the tourist trade pays attention to make or adapt these equipments and accessible spaces to provide and accommodate the elderly tourist who visits the tourist destination. With that, it was applied a checklist with accessibility items in accordance with the technical standard of the Brazilian Association of Technical Standards, the NBR 9050/2015 in the bars and restaurants catalogued in the Bessa beach. The results show that in general the studied establishments offer in their environments means so that the elderly public can have a reasonable experience, but not completely satisfactory, because some particularities related to the inclusion of this public are not found in the available spaces to circulation of these consumers.

Keywords: Accessibility, João Pessoa, Restaurants, Elderly Tourist, Tourism.

1. Introduction

When visiting a tourist destination, tourists seek for places that have minimum infrastructure in their equipment and attractions. And when it comes to the elderly tourist, they seek aspects such as tourism infrastructure and development aimed at accessibility, from the moment they arrive at the destination, as well as during their stay, ensuring that their experience and the perception will take from the place is as satisfactory as possible.

Even if the elderly people nowadays are seen as active, who practice physical activities, even so one cannot fail to mention that a portion of this public, due to age advancement or other pre-existing diseases, have some kind of limitation or difficulty. "given their reduced mobility, flexibility, motor coordination or perception" (Brazil, 2016, p. 11) and it is looking at this group of people that the public and private places must pay attention to offer comfort and safety to



LANÇAMENTOS GCET

O GCET PARABENIZA TODOS OS AUTORES/PESQUISADORES PELA PUBLICAÇÃO DA CARTILHA **ROTA DE PEDESTRES DO CENTRO HISTÓRICO DA CIDADE DE JOÃO PESSOA-PB** LANÇADA EM 12/05/2022 PELA EDITORA CCTA/UFPB NO SISTEMA OPEN ACCESS.



Universidade Federal da Paraíba - UFPB
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LANÇAMENTO DA CARTILHA:

ROTA DE PEDESTRES

Cartilha

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PARA MAIS INFORMAÇÕES ACESSE O LINK:

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O GCET, Grupo de Cultura e Estudos em Turismo, ligado ao Departamento de Turismo e Hotelaria da Universidade Federal da Paraíba (UFPB), em parceria com o Programa de Pós-Graduação em Arquitetura e Urbanismo e Design (PPGAU+D) da Universidade Federal do Ceará (UFC), instituições renomadas de ensino e pesquisa, divulga **chamada para o livro Turismo & Hotelaria no contexto da Arquitetura e Urbanismo para a Série Turismo e Hotelaria (T&H)**, em formato eletrônico (e-book) e disponibilizado no sistema open access através da Editora do Centro de Comunicação, Turismo e Artes (CCTA) da UFPB.

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ENTREVISTA ANDRÉ LUIZ SOUZA NASCIMENTO

" POR QUE DECIDI PARTICIPAR DE UM GRUPO DE PESQUISA"

Me chamo André Luiz Souza Nascimento, sou formado em Contabilidade, pós graduado em Auditoria e Controladoria, atualmente pós-graduando em Perícia e Gestão Fiscal Tributária, atuo como Analista Financeiro/Administrativo em uma distribuidora de produtos químicos. Tenho experiência nas área de Logística, Financeiro e Administrativo.

Embora eu não tenha tanto conhecimento acerca do mundo acadêmico, sempre foi meu desejo desenvolver pesquisas, para, enquanto cidadão, poder contribuir com a sociedade no geral. Por este motivo decidi participar de um grupo de pesquisa, e no dia 24 de janeiro de 2022 iniciei minha jornada como pesquisador no GCET - GRUPO DE CULTURA E ESTUDOS EM TURISMO.



André Luis
Graduado em Ciências
Contábeis (UNIFUTURO)



"Considero que as pesquisas desenvolvidas, podem gerar melhorias para a sociedade".

ANDRÉ se dedica aos seguintes temas de pesquisa: modelagem financeira voltadas ao negócio de turismo e indicadores de desempenho.

"Recomendo a quem tem interesse na área acadêmica ingressar em um grupo de pesquisa, pois é uma experiência única, de muito crescimento e aprendizado."

André também busca pesquisar sobre TURISMO ACESSÍVEL EM LIBRAS, pois, segundo ele, é um tema pouco explorado e de grande importância para a sociedade.



Para mais informações acesse:

Link:<https://www.ufpb.br/gcet/contents/documentos/curriculos/andre.pdf>

