СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА

CONTEMPORARY TOURISM CHALLENGES

ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА

DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO

AVANGARD PRIMA

2022

СЪВРЕМЕННИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА

СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ
12 МАЙ 2022 ГОДИНА

ВЫЗОВЫ СОВРЕМЕННОГО ТУРИЗМА
СБОРНИК ДОКЛАДЫ ОТ МЕЖДУНАРОДНОЙ НАУЧНОЙ КОНФЕРЕНЦИИ
12 МАЙ 2022 ГОДИНА

CONTEMPORARY TOURISM CHALLENGES

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE
12 MAY 2022

DESAFÍOS CONTEMPORÁNEOS EN EL TURISMO

LIBRO DE ACTAS DE LA CONFERENCIA CIENTÍFICA INTERNACIONAL
12 MAYO 2022

ORGANIZER

"ST. CYRIL AND ST. METHODIUS" UNIVESITY OF VELIKO TURNOVO, BULGARIA TOURISM DEPARTMENT AT FACULTY OF ECOMOMICS

CO-ORGANIZER

BULGARIAN ACADEMY OF SCIENCES NATIONAL INSTITUTE OF GEOPHYSICS, GEODESY AND GEOGRAPHY, SOFIA, BULGARIA

PARTICIPANTS

from Argentina (1), Azerbaijan (28), Bosnia and Herzegovina (2), Brazil (14), Bulgaria (33), Croatia (1), Cuba (3), Czechia (2), Ecuador (4), Egypt (4), Germany (1), Israel (1), Italy (5), Kazakhstan (2), Mexico (4), Moldova (7), New Zealand (3), Philippines (1), Poland (1), Portugal (1), Romania (20), Russia (3), Serbia (13), South Africa (5), Turkey (10), UK (1), Ukraine (3), USA(1)

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

Francinete da Silva Guilherme[1]
Federal University of Paraíba / Grupo de Cultura e Estudos em Turismo, Brazil

Alessandra Souza Queiroz Melo[2]
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

already started the process of technological implementation in the waterfront region, specifically in the place where the Bust of Tamandaré is, with a sun-shaped sign that has a QR Code that features Augmented Reality (AR) technology. However, this deployment can also be extended to other areas of the city, still little explored for tourism, such as the Historic Center, which has buildings with a lot of historical value. In this context, the objective of the 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.

METHODOLOGY

This work adopted the methodology of bibliographic and documental research. The first analyzing the scientific discussions on the subject, and the second looking for secondary materials that can contribute to the understanding of the subject and its applicability. The research is a qualitative research with a more subjective analysis (Fonseca, 2002) having an exploratory character, which according to Gil (2002) this type of research makes it possible to make the problem better known and improve ideas seeking to disseminate the theme to provide the development of study sites.

THEORETICAL REFERENCE

Cities are constantly looking for new ways to reinvent themselves. These transformations or resignifications are mainly achieved through public-private partnerships. Thus, public and private sector agents join forces, with the aim of transforming cities into innovative places, obtaining more visibility. Mourão (2019), when discussing the public-private partnership, makes his point of view clear about the effects of this process in cities, where it is possible, according to the author, to perceive an increase in investments, as well as in the generation of jobs, consumption in general and population growth.

Some authors, such as Sánchez (2010) and Körössy (2017), discuss the reasons that lead public and private agents to enter into such partnerships. Unanimously, this reason is justified by the slow dynamics of the public sector. In other words, these partnerships are established because they facilitate administrative and financial formatting, speeding up the implementation and execution of projects in the cities.

In the case of the historic center of the city of João Pessoa, it is believed that such a partnership will contribute to the urban and tourist development of the place, as investments have already been made in the place to attract these partnerships. The governor of Paraíba launched on January 15, 2021, the Horizons of Innovation Technology Park Project, at the

former Nossa Senhora das Neves College, located in the historic center of the city of João Pessoa-PB, aiming at the formation of a strengthening and generating environment the technology, attracting new companies, developments and research. The technology park aims to boost technologies for the state mainly in the areas of health, economy, creativity, tourism, urban planning, sustainable technologies, etc.

João Pessoa and Tourism

The capital of Paraíba was founded on August 5, 1585 as Filipéia de Nossa Senhora das Neves, but only on September 4, 1930 was it named João Pessoa. (Vanzella & Brambilla, 2022) Over the years and the consolidation of the city, many historical elements were marked in its constructions, thus generating a unique wealth. For example, the Cathedral of Nossa Senhora das Neves, the Monastery of São Bento, the Church of São Francisco, among other buildings.

Considering the historical wealth, the city of João Pessoa has an excellent tourist potential in the central region, another differential, unlike other cities, its development did not happen from its beaches, but through the interior and on the banks of the Sanhauá river and then expand towards the coast (Endres, Oliveira & Menezes, 2007). Over the years, the region, where the city emerged, became known as the Historic Center of João Pessoa and, due to its relevance, some buildings were listed by IPHAN (Institute of National Historic and Artistic Heritage) and by IPHAEP (Institute of Historical and Artistic Heritage of the State of Paraíba). Due to this importance, tourism is present in the region, with guides leading groups of visitors to get to know the monuments and historic buildings.

In 2007, the Historic Center was considered by IPHAN as Cultural and Artistic Heritage of Brazil and consequently listed by the organ. In 2008, to commemorate the city center's listing, the Tourist Signposting project for the Pedestrian Route in the Historic Center of João Pessoa was launched. In 2015, the route project was reformulated and some monuments were removed from the route (Queiroz et al, 2017). What draws attention is the amount of removal carried out, initially there were two routes to go through, with the changes one of the routes practically ceased to exist.

Figure 01: First Pedestrian Route Map

Source: Public Domain

Figure 02: Pedestrian Route Map after the 2015 redesign.

Source: Public Domain

Analyzing the images, it is possible to see the reduction of points for visitation. The reasons for the change in the itinerary were never revealed, but it is understood that many of the attractions present in the first itinerary are no longer in conditions to be exhibited and visited.

Technology and Tourism

Technology has contributed immensely to human life and is gradually being introduced into some new area, with innovative ideas. Tourism as a broad activity had technology being

applied in several of its sectors. For example in hotel reservation systems, invoice systems in restaurants, sales websites and online agencies. Currently, technology has been taking on more roles in tourism, serving as a competitive differential. It is noteworthy that the use and investments in information technology by tourist destinations are providing a better experience in this area. For a long time, visiting a new destination was limited to obtaining information from travel agencies and tourist information centers (Paes & Ladeira, 2020). Today, it is possible to access information about destinations and their attractions through the internet, through websites, social networks, among others.

In addition to social networks and websites, other technological innovations have contributed to the innovation of the tourist market. For example, virtual reality (VR) is used as a tourist marketing strategy and promotes a competitive advantage when the benefits obtained provide a differentiated experience for the consumer (Oliveira & Correa, 2017). Another technological resource that contributes to the tourist experience is Augmented Reality (AR), which has great appeal in expanding the visitor's experience. It is worth specifying that Virtual Reality and Augmented Reality are different, in the first we have the user's interaction with the entirely invented and technological environment, while in the second it is the insertion of digital elements in the real world (Kirner & Siscoutto, 2007). Digital maps are also a technological resource, providing easy access to information and travel itineraries with just one click. Sensory equipment promotes an experience that permeates the emotional aspect of the visitor. There are also interactive cultural games that allow visitors to interact with the attractions they visit. The Selfs app is important to promote cultural attractions and the capital of Paraíba already uses these apps in the waterfront region, which combined with a QR Code, the visitor can scan the code and have access to a page that allows you to take personalized photos.

RESULTS AND DISCUSSIONS

Historical centers, in general, present themselves as advantageous places for activities related to tourism. This is because they have rich cultural, historical and architectural heritage, in addition to an existing infrastructure, which attract the eyes of investors.

The historic center of the city of João Pessoa does not differ from this characterization. Just walk through its streets to perceive a true plot, marked by a story that portrays, from churches and old mansions, the expansion and development of the capital of Paraiba. However, the lack of incentive and commitment by public bodies in this region results in major problems that permeate security, unoccupied properties, architectural heritage in ruins and a depopulation of the region, compromising its tourist development. Thus, from studies that focus their efforts

on understanding the influences of public-private partnership in historic centers through technological companies, it was possible to contemplate some relevant points that can serve as a guide for tourist development strategies in the historic center of the city of João Pessoa.

Table 1: Possible effects arising from the public-private partnership

Effects	guiding concept
Heritage Preservation	The historical rescue is associated with the collective or individual memory of people, awakening the feeling of belonging and cultural identity.
Real estate occupations	Guarantee of the existence of historic properties that are in a state of disrepair.
People flow	Ensure the movement of people throughout the day and not just at specific times.
Additional service attractions	In order to meet the needs of local demand.

Source: adapted from Queiroz, 2021.

The preservation of the historic center of João Pessoa, based on a public-private partnership, by technological companies can stimulate a sense of belonging among the city's residents and visitors. This is because, by preserving historical aspects of central locations, it is observed that the contributions to the development of tourism are visible, as it is where tourism and history walk side by side with greater intensity.

One of the positive points for the historic central area of João Pessoa, would be the occupation of historic properties that do not have any socioeconomic activity, because when they are occupied by technological companies, it would be possible to guarantee the maintenance and architectural preservation, which for the tourist activity is essential. Still, this action would contribute to solving the problem from the lack of a continuous flow of people to move the place, preventing the location from becoming dangerous for, for example, a simple walk to the tourist spots. So, the attraction of technological companies to the place would contribute to the continuous flow of people, with the consequence of this movement, public safety, with better local policing. This action would contribute to tourist activities, since visitors would feel safe when walking through the locality.

With the implementation of technological activities, other services will emerge in the historic center of the city of João Pessoa, to meet the needs of local demand. These activities

can contribute to the local economy, vitality and infrastructure. Making the tourist experience more pleasant.

FINAL CONSIDERATIONS

The partnership between the public and private sector provides localities with new investments, consumption and development in the locality. It only takes the attention of the public manager to avoid urban interventions, often making up the true vocation of the locality and shaping them according to common interests, as it is the correct partnership that accelerates and contributes to the process of tourist development of a locality.

This research aimed 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. In this context, it is observed that thehistoric center of João Pessoa has a great memory value and therefore has a great tourist potential, but it has been neglected, with its abandoned or poorly maintained buildings. Private sector investment can contribute to the maintenance of these buildings and transform the region into a busier and safer one. The mutual collaboration between the public and private sectors can bring a new perspective to tourism in the city, as has already happened in the city of Recife, the capital of the state of Pernambuco. The state government has already announced a technological project, called Horizons of Innovation Technology Park Project, which will work in the historic center, so we hope that the initiative will contribute to the development of the place as well as the preservation of the material and immaterial historical heritage.

REFERENCES

Endres, A V, Oliveira, C M S e Menezes, D A (2007). Turismo no Centro Histórico de João Pessoa: Revitalização, Planejamento e Não-Lugar. *Revista Eletrônica de Turismo Cultural* .

Fonseca, J J S (2002) Metodologia de pesquisa científica. Ceará: Universidade Estadual do Ceará.

Gil, A. C (2002). *Como elaborar projetos de pesquisa.* 4 edição. São Paulo: Atlas.

KIRNER, C e SISCOUTTO, R. A (2007). Fundamentos de Realidade Virtual e Aumentada. In: *Realidade Virtual e Aumentada: Conceitos, Projeto e Aplicações* . Porto Alegre: SBC – Sociedade Brasileira de Computação.

Körössy, L. N (2017). *A cidade e o turismo: um estudo sobre o papel da atividade turística no empresariamento urbano de Lyon (França).* Tese.

Melo, A.S.Q (2021). *Turismo e lazer no bairro do Recife e a influência do Porto Digital.* Dissertação.

Mourão, J.F (2019). Regeneração urbana integrada, proteção do patrimônio cultural e eficiência ambiental como objetivos divergentes nas políticas urbanas em Portugal (2000 – 2020). *CIDADES, Comunidades e Territórios* , pp.79–95. ISSN: 2182-3030.

Oliveira, R. K.D e Correa, C (2017). Realidade virtual como estratégia para o marketing turístico. *Revista Turydes: Turismo y Desarrollo* , pp.1–16.

Paes, T. A. A e Ladeira, R (2020). Tecnologia da Informação e Inovação na Disseminação de Informações em Destinos Turísticos Inteligentes. In: *T&H - Turismo E Hotelaria No Contexto Da Tecnologia* . João Pessoa: Editora do CCTA.

Prefeitura de João Pessoa aposta em tecnologia para ampliar informações turísticas. (2021). *Prefeitura de João Pessoa* . [online] 7 abr. Disponível em: https://www.joaopessoa.pb.gov.br/noticias/prefeitura-de-joao-pessoa-aposta-em-tecnologia-para-ampliar-informacoes-turisticas/ [Acessado em 25 março de 2022].

Queiroz, A. S, Guilherme, F.S, Coutinho, C.H.G e Brambilla, A (2017). Rota de Pedestre em João Pessoa/PB: Dificuldades e oportunidades para o city tour. *Applied Tourism*, pp.156–178.

Sánchez, F (2010). *A reinvenção das cidades para um mercado mundial*. 2ª edição. Chapecó: Argos.

Vanzella, E e Brambilla, A (2022) *Parahyba do Norte: Diários da Hotelaria.* João Pessoa: Editora do CCTA.