



INTERNATIONAL  
HELLENIC  
UNIVERSITY



## TOURMAN 2021 BOOK OF ABSTRACTS

Restarting tourism, travel and hospitality: The day after

### Editors:

**Evangelos Christou**, International Hellenic University

**Anestis Fotiadis**, Zayed University

**Kostas Alexandris**, Aristotle University of Thessaloniki

ISBN: 978-618-84798-9-0



Authors of papers published in *TOURMAN 2021 Book of Abstracts* hold the copyright of their paper without restrictions. Work published here is licensed under an [Attribution-NonCommercial-NoDerivatives 4.0 International Licence](https://creativecommons.org/licenses/by-nc-nd/4.0/). According to this, you are free to copy, distribute, display and perform the work in any media or form, as long as you give the original author(s) credit, do not use this work for commercial purposes, and do not alter, transform, or build upon this work. For any reuse or distribution, you must make clear to others the license terms of this work. Any of these conditions can be waived if you get permission from the copyright holders. Nothing in this license impairs or restricts the authors' rights.

# **Creativity and Tourism in the Pandemic Period: The Case of the rural Community Chã de Jardim / Brazil.**

**Leylane Bertoldo de Campos**

**Universidade Estácio de Sá - Brazil**

ORCID: 0000-0002-1232-4630

E-mail: leylanebertoldo@gmail.com

**Felipe Gomes do Nascimento**

**Universidade Federal do Rio Grande do Norte - Brazil**

ORCID:0000-0002-4881-1385

E-mail: felipegomes.14@hotmail.com

**Adriana Brambilla**

**Universidade Federal da Paraíba - Brazil**

ORCID:0000-0001-5603-4195

E-mail: adrianabrambillaa@yahoo.com

---

## **PURPOSE**

The community of Chã de Jardim, located in the city of Areia/PB-Brazil, has been developing its activities based on principles of community-based tourism and during the pandemic in the year 2020, sought to adopt safe and creative strategies to develop local tourism and survive the isolation period. Given the above, the objective of this study was to identify the creative strategies used by the Chã de Jardim community to face the pandemic in the year 2020. To fulfill the proposed object, the specific objectives were: to characterize the community; to describe the main strategies to promote local tourism.

---

## **RESEARCH METHODS**

To meet the proposed objective, a qualitative, bibliographic study was carried out on a case study. This research had as locus the Rural Community of Chã de Jardim, located in the state of Paraíba/Brazil. The study started as a bibliographical survey about Covid-19, Rural Community of Chã de Jardim, Community Based Tourism, and tourism marketing. Due to the social isolation, the data collection to identify the creative strategies was done in a secondary way in websites of the Empresa Paraibana de Turismo S/A-PBtur, the official site of the community, and other companies of tourism promotion that reported how the community adapted to the pandemic period, as well as semi-structured interviews with the community leader Luciana Balbino. All the strategies developed from March to December 2020 were catalogued. The data were analyzed using the content analysis method.

---

## **RESULTS AND DISCUSSION**

The main results showed that the community established several ways to deal with the period of isolation and restrictions that occurred at the beginning of the pandemic, adopting some strategies. Among them: the experience with m-commerce, adapting its service in the process of marketing by delivery in which the sale of meals, sweets, and baskets for commemorative dates was marketed through communication channels such as WhatsApp. Virtual guided tours:

the local coordinator promoted virtual tours in some specific points of the destination, such as the conservation unit, the restaurant, and the village, showing the attractions. There was also a financial incentive in partnership with the federal government and the private sector

---

## IMPLICATIONS

---

Innovation and creativity were fundamental to face the health crisis that arrived unexpectedly in 2020. The community Chã de Jardim, opted for the use of technology to innovate the service and offer personalized services. Such initiatives helped the community to face the most restrictive period of the pandemic until it was able to receive tourists again. New studies are suggested to study the economic and social impacts on the community during the time of isolation, and it is also understood that the analysis of new events in the field of tourism may contribute to future research or to the observation and analysis of similar cases

---

## KEYWORDS

---

Covid-19. Community-Based Tourism. Competitive Strategies.

---

## REFERENCES

---

- Campos, Leylane Bertoldo. O Restaurante Vó Maria investe em medidas criativas durante a pandemia e ganha destaque na retomada do turismo em Areia – PB. *Cases do Turismo*, Recife-PE, agosto de 2020.
- C. Michael Hall, Daniel Scott & Stefan Gössling (2020) Pandemics, transformations and tourism: be careful what you wish for, *Tourism Geographies*, 22:3, 577-598, DOI: [10.1080/14616688.2020.1759131](https://doi.org/10.1080/14616688.2020.1759131)
- Fotiadis, A. (2011). A comparative analysis of rural tourism development in Hungary and Greece. *African Journal of Business Management*, 5(19), 7954-7963.
- Nascimento, F.G & Lima, G.F.C. (2020). *Turismo de Base Comunitário como alternativa para o desenvolvimento rural: a experiência da comunidade rural de Chã de Jardim, AreiaPB*. João Pessoa: editora CCTA.
- Stefan Gössling, Daniel Scott & C. Michael Hall (2021) Pandemics, tourism and global change: a rapid assessment of COVID-19, *Journal of Sustainable Tourism*, 29:1, 1-20, DOI: [10.1080/09669582.2020.1758708](https://doi.org/10.1080/09669582.2020.1758708)
- Vassiliadis, C., Fotiadis, A., & Piper, L. (2013). Analysis of rural tourism websites: the case of Central Macedonia. *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*, 8(1).
- Zenker Sebastian & Kock Florian (2020) The coronavirus pandemic – A critical discussion of a tourism research agenda, *Tourism Management*, Volume 81. <https://doi.org/10.1016/j.tourman.2020.104164>.