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Restarting tourism, travel and hospitality: The day after

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# The revitalization of the pedestrian route for the resumption of post-pandemic tourism

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## PURPOSE

The pedestrian route is the activity of walking certain distances on foot on pre-established and signposted paths, exactly like what we understand by trails, with the difference of being developed in the urban environment, for the contemplation of well-built, in this study, to contemplate the historic center of the city of João Pessoa-PB. From the incentive to carry out this activity, it will be possible to contribute to the resumption of tourist practices safely, and, at the same time, encouraging cultural tourism in this region that has a rich patrimonial heritage registered by the Instituto do Patrimônio Histórico e Artístico do Estado da Paraíba - State Historical and Artistic Institute Paraíba (IPHAEP). In this context, the question that guides this research is: how can the pedestrian route contribute to tourist activity in the post-pandemic scenario? The choice of this pedestrian route is justified by the important historical and cultural heritage contemplated in the historic center of the city of João Pessoa, as it was where the settlement of the city began. Thus, this study aims to analyze the pedestrian route as outdoor tourist practices and without agglomerations in the post-pandemic scenario.

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## RESEARCH METHODS

The research is of a basic, descriptive nature and with a qualitative approach to data analysis. The study makes use of bibliographic and documentary research during data collection. At first, secondary documents were used, consisting of books, scientific articles and official documents made available by the government agency, primary data were also used, consisting of photos and observations made before the pandemic period, as a way of obtaining data on the pedestrian route of the historic center of the city of João Pessoa-PB. In a second step, these data were organized and analyzed to understand the phenomenon studied.

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## RESULTS AND DISCUSSION

The coronavirus pandemic, due to the need for isolation, brought several difficulties to the world economy and one of the sectors most affected was tourism. Some measures can be taken to alleviate this reality and, among the options is the incentive to tourist activity safely with outdoor tourism and without agglomerations, which is one of the factors for the spread of COVID-19. Thus, it was identified that the pedestrian route is a great alternative for tourism practices in the post-pandemic scenario. Firstly, for its

positive contribution to outdoor tourism, where the visitor will be able to make the circuit in his own time, being able to do it alone or in small groups avoiding agglomerations. It was also observed that the pedestrian route allows the visitor to know the history of the city of João Pessoa, promoting cultural tourism, thus contributing to aspects of the local identity, which are important elements that differentiate one culture from another. Thus, the originality of this work is found in the theme and in the results that contribute as an alternative to boost the resumption of post-pandemic tourism and, at the same time, to encourage cultural tourism in the region under study.

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## IMPLICATIONS

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Although the pedestrian route is a potential for encouraging outdoor tourism and contributes to post-pandemic tourism practices, some issues related to political management have been identified. The lack of maintenance of signposts throughout the route and the lack of policing, demonstrate the lack of interest on the part of the managers of the city of João Pessoa / PB in contributing to the maintenance and revitalization of the pedestrian route. Thus making it difficult for tourists and local residents to carry out the itinerary, which was observed as a cause for the depopulation of the place. It was possible to identify that many historical heritage sites along the pedestrian route are in a state of neglect or poor conservation. Therefore, it is suggested to future studies, conducting a field research, mapping the points to be improved and the services along the route that can be contemplated, such as, for example, services related to food, contributing to economic growth of the city and the resumption of tourism safely, avoiding agglomerations because it is carried out outdoors and contributing to the preservation of cultural, architectural and historical heritage.

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## KEYWORDS

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Pedestrian route. Post-pandemic. Cultural heritage. João Pessoa.

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