THE GREATEST "SÃO JOÃO" PARTY IN THE WORLD FROM THE SMART TOURISM AND INHABITANTS PERSPECTIVE

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Introdução

Tourism, a dynamic and multifaceted industry, has evolved from its historical roots in trade and religious pilgrimages into a contemporary economic powerhouse. Since the 20th century, it has emerged as a primary driver of economic growth, employment, and cultural exchange globally (Machado, 2020). The intricate nature of tourism necessitates a comprehensive approach to planning, management, and sustainability, extending beyond traditional hospitality services to encompass a broader ecosystem of transportation, entertainment, and cultural experiences (Fonseca et al., 2022).

Problema de Pesquisa e Objetivo

This research focuses on the "Biggest São João in the World" event in Campina Grande as a case study for exploring the principles of smart tourism through the lens of local residents. By employing a quantitative, exploratory-descriptive methodology and the Importance-Performance Analysis (IPA) framework, the study aims to identify critical areas for enhancing the event's alignment with smart tourism principles.

Fundamentação Teórica

Smart tourism destinations (STDs) or smart tourism cities (STCs) represent a specific application of smart city principles within the tourism context. These destinations prioritize technology-driven solutions to enhance mobility, resource allocation, sustainability, and overall quality of life for both residents and visitors (Gretzel, 2015a). Lopez de Avila (2015) defines STDs as innovative destinations characterized by cutting-edge technology infrastructure, accessibility, visitor engagement, and improved quality of life for residents.

Metodologia

This research aimed to examine the "Biggest São João in the World" event in Campina Grande through the lens of smart tourism, focusing on the perspectives of local residents. Their firsthand experiences and deep-rooted connection to the city make them uniquely qualified to assess the event's strengths and weaknesses. The IPA matrix was employed as a suitable analytical tool to identify areas for improvement within the context of smart tourism.

Análise dos Resultados

The results revealed discrepancies in inhabitants' satisfaction with the aspects contributing to the city's designation as a Smart Tourism Destination. Specifically, three key factors were identified: Online services, Tourist guides, and Better accessibility. These findings indicate that the variables assessed in the research are deemed significant by the residents of Campina Grande-PB, as the majority of the items were rated above four on a scale of up to five.

Conclusão

The Importance-Performance Analysis (IPA) revealed a gap between the high importance of attributes like internet access and accessibility, and their poor performance. While some areas like research participation were rated highly, others, including accessibility and visual pollution control, fell short. The study's limitations include not incorporating tourist views and lacking longitudinal data. Future research should address these to provide a more comprehensive understanding.

Referências Bibliográficas

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