



Tourism and Sustainability: resumption after COVID-19

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Abstract

Experience tourism in the midst of nature, the appreciation of healthy food, which allows to appreciate, taste and experience the moment becomes the motto for the beginning of a new era. The objective of this study was to identify which actions are necessary to internalize the SDGs in the resumption of tourism activities after the pandemic. The analysis of the perceptions of public managers, private initiative, and educational institutions to understand and awaken the issues of sustainability in environmental issues, in the resumption

of tourism with a demand for activities in the midst of nature. The methodology was exploratory explanatory, of qualitative analysis, and uses content analysis, the NVivo11 software was used for transcription of the videos and description of the speeches of the speakers who participated in the extension activity three webinars held in 2021, within the extension project entitled "Tourism and Sustainability - a conscious resumption", proposed by the Research Group on Policies, Public Management and Development of UERGS/CNPq. He concluded that the speakers representing both educational institutions and public and private management emphasized in their speeches that: a) tourism, b) research, c) sustainability, and d) gastronomy are currently inseparable themes. Finally, the uncertainty of the future to reassess and plan the issues of environmental, economic and social sustainability, both in the resumption and how to adhere to the SDGs in a conscious and possible to do.

Keywords: SDGs, pandemic, tourism, natural resources, research

1. Introduction

The analysis has as its central approach tourism and sustainability as tools for a conscious resumption in the pandemic process resulting from COVID-2019, which affected humanity as a whole, regardless of its sphere of development or economic power. Faced with a scenario of uncertainties in which people sought to find answers and make decisions that could guarantee the preservation of their lives and their families, both from a physical, subjective and economic point of view, this discussion becomes increasingly relevant for the population that resumes full circulation [1].

Some issues were relevant in tourism planning during the pandemic. On the one hand, it was necessary to make intelligent and sustainable choices in the midst of global chaos, to re-signify human actions in an environment where connections determined the “rule of the game”, but at a time when the best choice signaled isolation and the restrictions of social relationships. On the other hand, digital and media resources signaled a way out to maintain communication and connections in the search for answers and solutions that would provide a way out for the resumption of social and commercial relationships, etc. [2]. In view of this, the human being started to have an inward look and the valuation of family and neighborhood relationships, an introspective moment and nostalgia for the natural environment, a rescue of the past, but also of many questions in search of answers.

At this moment, experience tourism in the midst of nature, the appreciation of healthy foods, which allow us to appreciate, taste and experience the moment, becomes the motto for the beginning of a new era. But it is not necessary to create something new as a driver of a new perception of the population. In 2015, the United Nations (UN) presented the 2030 Agenda and the Sustainable Development Goals (SDGs) as a global action plan proposing to support governments in the design of public policies for development, aligning concerns of an economic, social and environmental [3]; [4].

The 2030 Agenda is made up of 17 interconnected SDGs that address the principles of sustainable development directly related to topics such as: eradicating poverty and hunger; guarantee of dignity and

equality between people; prosperity in harmony with nature; promoting peaceful, just and inclusive societies; implementation of partnerships; protecting natural resources and combating global climate change [3].

In view of this, the objective of this analysis is to identify which actions are necessary to internalize the SDGs and the actions necessary for their implementation in the performance of gastronomic and nature tourism. The relevance of this analysis is due to the need to understand how adherence to AGENDA 2030 has been conducted and applied in practice by managers of gastronomic and experience tourism, and how the relationship with sustainability and activities in the environment and with nature resources. As a way to achieve the indicated objective, analyzes will be carried out on the speeches of the speakers of three webinars held in 2021, within the extension project entitled "Tourism and Sustainability - a Conscious Resumption", proposed by the Research Group Policies, Public Management and Development of UERGS/CNPq.

2. Theoretical Framework

The following is a brief account of the 2030 Agenda and its links. Also a brief reading of the concepts of sustainable tourism in order to identify the constitutive elements and the feasibility of implementing the 17 SDGs and the changes in social behavior after COVID-19, to identify the factors considered in the choices made by society in a new behavior of social relations, considering tourism as an option for leisure and social interaction for the resumption of life in its normality.

2.1 Agenda 2030 and its Connections

AGENDA 2030 includes an action plan with 17 SDGs that address several fundamental themes for sustainable development. For its implementation, the involvement of everyone on a world scale is necessary, regardless of nationality or beliefs, it is a matter of the survival of Planet Earth. The agenda is based on five pillars of support, the 5Ps, to achieve the SDGs, which are: People; Planet; Prosperity; Partnership and Peace [5]. These pillars will be used, in this work, as categories of analysis.



Figure 1- THE SDGs ON A STRATIFIED SCALE

Source: Abramovay [6]

Figure 1 shows a scale structure of the 17 SDGs, interpreted by Abramovay (2021) [6], whose base is the biosphere, that is, the set of terrestrial ecosystems that sustain life on the planet. The SDGs define targets and indicators aimed at the preservation and regeneration of life in the soils through SDG 15, which includes forests, but also refers to the way in which food, fiber and energy are produced and how terrestrial biodiversity is maintained or destroyed. SDG 14 refers to underwater life, that is, corals, species of fish and aquatic

mammals and the pollution of oceans and rivers itself. The availability of clean water is addressed in SDG 6 and it requires the study of the water cycle in its different uses, from human consumption to industrial and agricultural and also for basic sanitation. The climate system is on SDG 13, which was strengthened by the decision of several countries to halve greenhouse gas emissions by 2030 and neutralize them by 2050 [7].

The second layer is society's issues such as: poverty eradication (SDG 1), zero hunger (SDG 2), good health (SDG 3) and quality education (SDG 4), basic premises of human dignity. But for social life to approach the value represented by sustainable development, four other conditions are necessary. The first refers to sustainable cities and communities (SDG 11). The second is the availability of clean energy (SDG 7). And, along with them, development assumes peace, justice and strong institutions (SDG 16) and gender equality (SDG 5).

The third layer refers to the economy, SDG 8 advocates economic growth, this goal is linked to what the International Labor Organization (ILO) defines as decent work. Three other objectives make up the economic strand of the SDGs. Industry, innovation and infrastructure (SDG 9), reducing inequalities (SDG 10), responsible consumption and production (SDG 12) [6]. In view of this, AGENDA 2030 presents three goals linked to the SDGs that specifically mention sustainable tourism and are presented in Table 1.

Table 1. Three goals linked to the SDGs that mention sustainable tourism.

SDG targets that mention sustainable tourism	Definitions
Goal 8.9	Design and implementation of sustainable tourism policies that create jobs and promote local culture and products.
Goal 12. b	Development and implementation of tools to monitor the impacts of sustainable development on sustainable tourism, which generates jobs, promotes local culture and products.
Goal 14.7	Increased economic benefits to small island developing States as well as least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

Source: BOLUK et al. [8].

It is important to remember that the environmental impact of tourism became controversial in the 1980s, with sustainable tourism being proposed in the late 1980s [9]. However, the United Nations designated 2017 as the International Year of Sustainable Tourism for Development, and declared the 2030 Agenda for Sustainable Development. The agenda implies the importance of sustainable tourism development [3].

Without this development, many destinations will face destruction of ecological habitat and cultural resources, and there will be sociocultural conflicts.

Therefore, the SDGs allow society to rethink care for life and the issues of economic development and the use of natural resources in a perspective of alignment of priorities, in this case considered as strategic issues to guide and define priorities and goals for the development of a sustainable global future by the year 2030 [10]. In this sense, tourism plays a key role in the 2030 Agenda for Sustainable Development, as it shows the need to integrate sustainability into tourism policies, commercial practices and tourist behavior. Therefore, tourism should be considered as an engine of sustainable development, as it benefits economic growth, quality of life, environmental protection, diverse cultural heritage and world peace [11].

2.2 Sustainability and Tourism

Sustainable tourism development aims to ensure stable local economic growth, poverty reduction and full and productive employment. For this, it realizes that some elements are necessary to be in line, such as: a) natural resources (water, soil, atmosphere and biodiversity - fauna and flora), b) elements of the built environment (buildings and infrastructures built in the exercise of productive functions) and c) the human elements in a qualitative and sustainable way. The development of increasingly sustainable tourism focuses on protecting and respecting biodiversity, using water and energy efficiently, and mitigating climate change. Thus, sustainable tourism raises the standard of living of residents and improves well-being, providing opportunities for mutual gain for environmental ecosystems, the cultural heritage, the well-being of residents and tourist satisfaction [12].

Tourism is considered a form of poverty alleviation, offering greater opportunities for economic growth and well-being, especially in less developed areas. The tourism economy brings job opportunities and other sources of income to local residents. However, the development of tourism is always accompanied by several negative impacts. These impacts are classified into three categories: 1) economic impacts, 2) social or sociocultural and 3) environmental impacts.

Considering these impacts, it cannot be disregarded that the tourist activity offers residents interaction with tourists, and builds an infrastructure around it, which also benefits local inhabitants [13]. However, culture shock and contradictory behavior can confuse the values of the local population. The excessive growth of tourism can also disrupt the daily life of residents, their cultural norms already established locally, needing not only to accept the consequences of overcrowding, but also to adapt their way of life, which can even generate social tensions. Therefore, while tourism development provides the opportunity to appreciate and plan for local natural and cultural resources, tourist behavior can also destroy these resources. And this, as in a vicious circle, can make the destination less attractive than it was before [14].

Tourism can promote or reduce residents' well-being and quality of life (eg health, safety, emotion and material well-being). Furthermore, based on evidence of residents' perceptions of sustainability, scholars have indicated that community tourism contributes to sustainable development [15]. Consequently, tourism can be considered as the two sides of a coin, which brings considerable benefits and costs in terms of economy, social,

environment and well-being. Thus, tourism planning and development needs to introduce the sustainable concept to increase benefits and reduce costs as much as possible.

Recently, new issues have emerged in the context of sustainable tourism, such as the circular economy, climate change, environmental behavior, COVID-19 and sustainable indicators. Due to the exhaustion of natural resources and the substantial increase in waste, the circular economy has been intensively discussed around the world. The term "circular economy" refers to the limitation of the use of resources and the almost inexistence of waste, even if the remains of production and consumption are recycled [16].

In this sense, the circular economy can be a part of slow tourism which, along with slow travel, slow food and slow destinations, emphasizes walking or cycling rather than using planes or cars, eating local food, staying more time in "green" inns and appreciate the local natural and cultural resources in more detail, which ultimately reduces CO₂ emissions as much as possible to achieve the goals of sustainable tourism [17].

With the increasing threats of climate change, reducing CO₂ emissions is an urgent global issue. Increasing acceptance of climate change by tourists and visitors is considered an environmental attitude and behavior [18]. This practice will contribute to the mitigation of climate change. In this sense, the tourist accommodation industry needs to limit the use of water and energy, adopt renewable energy and build infrastructure with ecologically certified material. In addition, ecological, environmentally correct innovations are recommended, such as pollution control, the use of low-impact vehicles, and the preservation of biodiversity [17].

Tourist behavior and resident attitudes are hotly debated in a sustainable tourism context. On the one hand, some factors that influence the environmental behavior of tourists include tourism image, cultural differences, environmental intervention and interpretation service [18]. On the other hand, the tourist-resident relationship, emotional solidarity and subjective well-being, bond with the place, perception of life improvement and empowerment can affect the attitudes of residents in support of tourism [19]. In this sense, a virtuous circle is established from sustainable tourism.

2.3 Indicators of Sustainability in Tourism

The development of sustainability indicators for tourist destinations or tourism companies is discussed in the assessment of sustainable tourism. Sustainable tourism indicators are holistic concepts that must include the perspectives of all stakeholders.

The tripod concept of sustainability (triple bottom line) is considered a reference to develop indicators to assess the sustainability of tourism development in its sustainable practices [20]. Considering: a) the point of view of residents, sustainable indicators can focus on contributions to local residents, such as improving the local economy, encouraging good interrelationships with tourists and other residents, securing natural and cultural resources and promoting the residents' well-being; b) destination administrators' perspective, policy and technology also need to be included in the list of sustainable indicators; and c) in the perception of tourism entrepreneurs, business performance will be a critical issue, with regard to factors such as financial, managerial and marketing performance, efficient spending, tourist satisfaction, maintenance of tourist resources and equipment and maintenance of a good relationship with the internal market (employees and shareholders) and

external markets (governments, local residents, tourists and suppliers), which guarantees the sustainable operation of the business.

Sustainability indicators are useful for tourism managers to assess and create business strategies and public policies to ensure the development of sustainable tourism, in addition to limiting the carrying capacity and ecological footprint [21]. But in times of a pandemic, many attitudes and actions can serve as a control of the health and well-being of visitors and visited. As an example, COVID-19 has caused many changes in behavior and the use of protocols with worldwide adoption to ensure safe, clean and responsible tourism with regard to Event Tourism, but also other aspects of tourism [22].

2.4 COVID-19, Sustainability and Society's Choices

COVID-19 can be considered a landmark in social behavior and in human actions in relation to a greater awareness of the importance of life, the preservation of natural resources and the valuation of the local economy. This social change has been causing changes in the choices of consumption habits. In which, mainly, one of the impacts caused by the pandemic period was perceived in nature, which led to a review of sustainability actions in the world through environmental initiatives [23].

Conscious consumption is characterized as one that buys products and services considering the impact not only on the environment, but also that when it comes to consumption, it seeks to put into practice actions that involve less individual and more responsible variables [24]; [25]. When dealing with conscious consumption, it is essential to pay attention to some issues, such as: the culture in which society is inserted, the lifestyle and ethical issues of individuals and the purchasing power of people [26].

The choices for conscious and responsible consumption can mean not only a lifestyle, but also say a lot about the type of society in which one wants to live [23]. Thus, attitudes towards the pursuit of rural and environmentally conscious tourism can be understood as the degree of adherence to values, concepts and opinions that concern a fairer society, less unequal in ecological balance, that is, sustainable also from the point of view of view of social relations and these with nature. Behaviors, on the other hand, can be analyzed through day-to-day practices and the impact that these behaviors have on the environment, rural and nature tourism spaces and the quality of life of people in society [27].

3. Methodology

The Research Group Policies, Public Management and Development (PGPD) of Uergs/CNPq, linked to the State University of Rio Grande do Sul (UERGS), in 2021, organized and promoted meetings on the facebook web @PGPDUergs, to discuss perceptions and proposals for an alignment of thoughts on what social, cultural and economic development actions should be, which include awareness and responsibility for the environment and local cultures. These meetings are part of activities proposed by the Extension Project entitled "Tourism and Sustainability – a Conscious Recovery". The meetings had as guests: public managers, the private sector, environmentalists, economists, representatives of educational institutions, social and non-governmental entities, making it possible to debate relevant and important topics to reflect sustainability in the agenda of actually applicable actions.

Faced with new social and business behaviors, the theme “sustainability and tourism” has been raising concern in academia and in the public policy agenda, topics that are a reference in many researches, discussion in the media and concern in the performance of the public sector. The extension project aims to propose conversations and approximations of ideas in different spheres, both public and private, being a means for debates and learning, respecting different opinions and seeking convergence of ideas for the development of a sustainable environment.

The extension activity aimed to start the debate on actions for a resumption of conscious, safe and responsible tourism. The activities took place in a time of uncertainty, in which people make choices based on intuitive biases [28]. Between mistakes and fallacies in human choices, in a moment of global chaos and social distance, nature becomes a possibility for a healthy life. But how to establish the management of human interference in the natural environment and maintain the balance of the ecosystem? In this case, the 17 SDGs of the 2030 Agenda can be a guide for managers and society to be aware of the limits and commitment to sustainable use of natural resources.

3.1. Research characterization

The research is characterized as exploratory, explanatory, qualitative analysis, and uses content analysis [29] as a tool for analysis. como ferramenta para as análises. The NVivo11 software was used to describe the speeches of the speakers who participated in the extension activity.

The study sample was built from the speeches of the speakers who participated in the extension activity "Tourism and Sustainability - a Conscious Resumption", promoted by the Dean of Extension of the State University of Rio Grande do Sul (UERGS), during the year 2021 in the period of the COVID-19 pandemic.

As for the analysis of the expressions made explicit during the speeches of the guests, it was carried out with the help of the analysis categories. The categories used in the present work were divided into 5 (five) based on the 17 SDGs and the 5Ps for sustainable tourism, namely: Planet, People, Peace, Partnerships and Prosperity.

3.2. Methods

The lectures with guests were pre-scheduled and with the help of audiovisual technical assistance they were presented via the facebook page of the PGPD research group, with a total of three presentations, in webinar format, each with two guests and a mediator, in which the following topics were discussed: i) “Seal as a guarantee of safety (pandemic/post-pandemic) and sustainability seal for tourist enterprises?”; ii) "Ecotourism and carrying capacity in nature routes"; and iii) "Ecogastronomy x Sustainability – Good, Clean and Fair Slow Food".

The first webinar took place on 10/18/2021 and addressed the issues of sustainable and safe tourism with the participation of representatives of public institutions that carry out advisory and training work for rural tourism and municipal public management. The meeting raised concerns about the perspective of how tourism, after the COVID-19 pandemic, can adapt to a new look at the use of tourist facilities and spaces in a sustainable, safe way and contribute to a better quality of life, people's physical and health.

Due to the increased demand for local food, the demand for local raw material, produced in that region, indirectly increases, which will provide more employment and opportunities for the local population. Second, consumption of local products can contribute to reducing the carbon footprint, for example, by reducing the production chain with less use of long-distance food transport, which emits large amounts of greenhouse gases (GHG) with their respective environmental impacts. In addition, of course, to the possible reduction in exposure to the danger of traffic accidents, by traveling shorter distances. That is, local cuisine can be sustainable and in line with the SDGs [35].

This requires collective effort [36]. Tourism has been signaling a guiding axis for the resumption of social life and also as an alternative in contributing to the improvement of mental health and quality of life of populations after the period of social restriction due to COVID-19, given the impact of tourism in cities and territories. This sign is the incorporation of sustainability in all its planning, not only in rural areas, but also in urban areas. Femenia-Serra et al [37], analyze the relationship between tourism and the development of smart cities, under the concept of smart tourism, which requires research, data analysis, information that adds value to citizens and consumers.

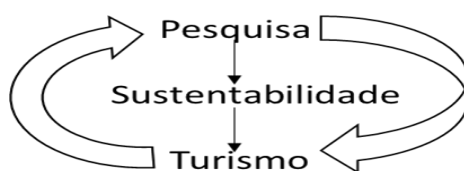


Figure 4- Connections to the SDGs

Source: Prepared by the authors, 2022.

The COVID-19 pandemic prioritized new forms of social interaction, leisure and tourism. This is an idea observed in the speeches of the webinar speakers. Three of the four most spoken words were “research”, “sustainability” and “tourism”, so the connection of the words is in the search for information so that managers can make choices and manage possibilities that allow redefining paths and objectives for a new time. In this new beginning Sigala [36] warns that collective effort and understanding of the new challenges after COVID-19 are necessary.

Therefore, during the speeches of the speakers, there were reports of experiences. The fact that the resident population of tourist places during the period of the COVID-19 pandemic, no longer wished to receive tourists, as in the case of São Francisco de Paula in Rio Grande do Sul, as the public tourism manager mentions in the live (facebook.com/PGPDUergs, 2021) due to the concern of contamination, therefore, public managers need to work to raise awareness and manage actions for tourism in a safe way, both for residents and visitors. This even implied the restriction of visits to public and nature places as an example of closing for visits to “Lake São Bernardo in São Francisco de Paula, Rio Grande do Sul, Brazil”.

In 2021, public and/or private sector managers are still uneasy about the tourism sector, presenting uncertainties and insecurities regarding economic investments and new travel models. However, some nuances indicate alternatives for the reaction of the segment's businesses, such as the attractions and activities

that permeate open spaces, close to nature, with experiences that awaken the imagination for a past time of good memories and good gastronomy. In this business format, tourism has been gaining, developing and resuming its economy in the new normal after COVID-19.

From the academic point of view, it is understood that the issue of “sustainability” should be the main theme of research after the experience of COVID-19. In this sense, Higgins-Desbiolles [38] and Buckley [39] indicate that the challenge is to have a long-term, sustainable and equitable development in the service of local societies. In this line, Harris [40] points out that COVID-19 is presenting itself as an opportunity for tourism to be based on a circular economy that rewards the social well-being of all stakeholders, namely residents, tourists, institutions and tourism companies.

5. Final Considerations

It was sought to think about some constitutive elements of tourism from sustainability, with the understanding that in the post-pandemic period it will be possible to retake more consciously in relation to the environment as a whole. In Brazil, as in other places in the world, it was possible to observe that social isolation ended up generating the need for people to make choices that could guarantee the preservation of their lives and that of their families. Thus, there was an increase in the search for more isolated places to relax, and recharge the energies that the pandemic (for all the stress and social isolation that it was) took away from bodies and minds.

Faced with the resumption of social relations, travel, moments of fun and leisure, it can be said, tourism in general, has been taking place in the appreciation of some issues that are also in line with the 2030 Agenda and the SDGs. Therefore, the objective of the analysis carried out in the speeches of the speakers was to identify the necessary actions to internalize the SDGs in the planning of sustainable tourism for a conscious and safe resumption.

It is concluded that the speakers, both representing educational institutions and public and private management, emphasized in their speeches the themes: a) tourism, b) research, c) sustainability and d) gastronomy. These are currently inseparable themes. This relationship somehow reflects the moment of uncertainty experienced by the tourism sector in 2020 and 2021 due to COVID-19.

Gastronomy, allied to sustainable tourism, was a turning point in the speeches of the speakers. Consequently, enogastronomy and/or gastronomic tourism are issues that are associated with life security, which is food security. And in this sense, some questions remain for reflection: will food be sufficient, healthy in the future, is its consumption conscious, so that it can serve everyone in the future in a sustainable way?

Healthy gastronomy today in tourist itineraries, develops as a restricted area or for some privileged access to it, which in this field is a local production, which can be present in the preparation of food, the nutrients and sensory qualities that are valued and appreciated by a population with high purchasing power.

Therefore, healthy food is still considered a privilege of a minority on the planet. However, the experience of COVID-19, whose one of the consequences suffered by human beings was the loss of taste, may be an indication to rethink the quality of food production and preparation and not just the quantity. That

nutrition and flavors can be valued, thus, gastronomy can contribute to a sustainable use of land use in food production.

The journey is long, it requires the work and engagement of all sectors of the economy, governments and society so that the planet can respond satisfactorily in containing its apocalyptic process.

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