

Post-Pandemic Challenges for Small Businesses in Tourism: A Case Study in Brazil

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Abstract : The aim of this paper is to present the experience of a project involving cooperation between the academic world and civil society to address the impact of the COVID-19 pandemic on the tourism sector in the Chapada Diamantina region, in Bahia state, Brazil. It collaborates with studies on organizational strategies and the monitoring of economic indicators in times of crisis, using data analysis to investigate associations between the variables studied. As a result, the economic, structural, and systemic factors that determine the resumption of activities after the pandemic are presented, as well as the results obtained and the general expectations for tourism activities in the region. The conclusion is that, even with government support, from the Brazilian authorities, the undesirable effects of the externalities of the pandemic threaten not only competitiveness but also business continuity itself.

Keywords : Chapada Diamantina, competitiveness, COVID-19, tourism

Conference Title : ICEMM 2024 : International Conference on Economy, Management and Marketing

Conference Location : Helsinki, Finland

Conference Dates : July 18-19, 2024