

## Institutions, Organizations and Entrepreneurship: Innovative Practices in the Local/Regional Field of Tourism – The Case of the "Route of Emotions" (Piauí Axis) †

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### PURPOSE

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Tourism is an activity that, according to the perspective of the social actors that comprise it – such as entrepreneurs, tourists and government –, can be seen beyond the economic perspective. In it, as in any other sector, innovation is a factor for advancing the quality of products and services, but also an agent of social development, where entrepreneurs interact with each other to improve distributed tourist spaces – such as routes – through several practices. Thus, this study aimed to analyze how innovation is worked and/or undertaken considering rules, norms, values and cultural beliefs relevant to tourism on the "Route of Emotions" (Piauí axis).

### METHOD

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This study was carried out through the analysis of the content generated by the following procedures: (i) documental research, where laws, decrees and norms that regulate the functioning of the "Route of Emotions" (Piauí axis) were analyzed; (ii) interviews with 31 social actors that make up this route; (iii) observation of events and the dynamics of innovation and entrepreneurship along this route; and, (iv) records of informal conversations with respondents and various actors who act entrepreneurial, in some way, in this axis of the route, or who take decisions in this regard.

### FINDINGS

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Results point to a cooperative behavior promoted between the actors, a fact that significantly contributes to the development of the route in economic and social aspects. Even with the absence of a more assertive governmental action, the practices supported by this dynamic contribute to the social development of the "Route of Emotions" (Piauí axis). All this interaction is promoted through political, technical and cultural actions carried out by

the actors, which aim at creating, maintaining and revising the rules, norms, values and cultural beliefs relevant to tourism on the "Route of Emotions" (Piauí axis). Such actions are also responsible for the collaborative processes that emerge along this route, and contribute to consolidating the importance of the route for those who comprise it. This has a direct impact on local culture, as social relations drive these practices, which, in turn, receive important cultural meanings.

### MANAGERIAL CONTRIBUTIONS

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Entrepreneurial action in the Piauí axis of the "Route of Emotions" is an activity based on cooperation between those who comprise it. Although competition is also one of the current rules, the action of social actors is strengthened according to the important meaning that certain cultural traits (gastronomy, folklore, traditions, etc.) acquire for the route. This influences the innovative action in the region, especially when in a more regulated context, as it tends to ensure its sustainability. In addition to the investment in innovation undertaken by the actors, the government must also be present in an effective way, supporting innovative actions carried out there, as they mainly lack infrastructure, a point where the public manager can act purposefully to improve the "Route of Emotions" that, given the location of its tourism assets (ease in the inflow and outflow of resources, flow of people, and logistical chain distributed in the itinerary), enhances the chances of the Piauí axis becoming its central point.

SUPPORTED BY:



† Mendes, Maria de Lourdes de Melo Salmito (2021). *Instituições, Organizações e Empreendedorismo: Práticas Inovativas no Campo do Turismo Local/Regional – O Caso da "Rota das Emoções" (Eixo Piauí)* (Tese de doutorado). Universidade Federal da Paraíba, João Pessoa, PB, Brasil. <https://repositorio.ufpb.br/jspui/handle/123456789/22345>