Title of the Story: Feast of St. John of Tibau/RN and support to local culture during the pandemic

Destination Name: Tibau.
Country: Brazil

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Nomination Category: (Please check the boxes that indicate the focus of your story)
- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
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Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced
What was the problem/issue solved with the good practice? Click to add your text

The city of Tibau is one of the most visited in the white coast region of the state of Rio Grande do Norte. However, with the pandemic, there was a reduction in the flow of visitors and in the promotion of events at the destination, which caused negative reactions in the production chain of local tourism in economic and social aspects. The cultural programming of events promoted with the support of the government was strongly affected, as well as events of the private sector due to the prohibition of events of any nature, determined by a municipal decree in combating the Covid-19 pandemic. The events sector of the destination was affected with its schedules, being unable to carry out cultural presentations of local artists in restaurants and bars, since the entire sector of the tourism production chain, especially Food & Beverages, was paralyzed for a considerable period. It is estimated that a quantitative of 20 artists from the destination have been impacted on their financial income.

In this context, the municipal management understood the need to promote local events through CULTURAL LIVES, as well as to hold for the first time the June event in 2021 with the theme "São João on the beach", reinforcing the tradition of the Northeast region in relation to the period junino that until then was not celebrated in the community. In addition, the pandemic scenario brought in 2021 a loss to the events sector during the summer season, considered one of the largest in the State in terms of movement of people and generation of foreign exchange for the regional economy, which harmed local artists who participated directly in presentations at the destination's tourist developments.

Methods, steps and tools applied
How was the good practice implemented? Click to add your text

The city of Tibau, through the Department of Tourism and Culture, has been promoting several VIRTUAL CULTURAL LIVES since April 2021, in order to value local artists to exhibit their work and provide a safe environment in terms of sanitary biosafety. context of the pandemic caused by COVID-19. The cultural rescue of Tibau, from the valorization of local artists and traditional festivals of the destination in the virtual format due to the pandemic, has been working, through municipal management, in a responsible and committed way. The first moment took place on April 30, 2021, with the Canta Tibau Project with Local Artists as a way to motivate people to resume even if in a virtual format. The structure offered by the city allowed for the realization of Cultural Live and the donation of food baskets to local musicians and artisans. Views on this Live reached an audience of 5,825 accesses. The investment by the municipality was around 20 thousand reais for the entire sound structure, stage and all the logistics involved in the event.

With the success of the previous Live, the Municipal Tourism and Cultural Department together with the Social Welfare Department held the mothers' live as a way to celebrate the date with the local community and promote the appreciation of local artists at this very delicate moment for the sector of events. On the occasion, several gifts were raffled with the community, the celebration was very relevant with the local population, since even in the virtual format it gathers an audience of 2,700 views. The investment by the municipality was around 30 thousand reais for the entire sound structure, stage and acquisition of gifts.

With the positive result in the realization of the previous Lives, the municipality worked on the idea of promoting the “São João on the beach” project. The event had as its main objective the cultural rescue focused on the Juninos...
festivities, considered one of the most traditional festivities in the semi-arid region of the Brazilian Northeast, through the rescue of the traditions of the June period with the presentations of square dances, June decoration of the city with flags, balloons and bonfire with 12 meters. As a way to bring a proposal to the events sector in Tibau, the municipal administration sought to develop several Cultural Lives with local artists as a way of valuing the municipality’s culture. The moment was opportune to exhibit the work of local artists and rescue traditional festivals.

The initiative’s main objective was to rescue the local cultural traditions and value local artists in the realization of these virtual events, which moved the events sector, community, visitors and the entire white coast region. The festive moment of June decoration was accepted by the local community, who felt self-esteem and the appreciation of their cultural heritage, which was confirmed by the perception of local tourism actors interviewed during the situational analysis phase of the Local Economic Development Program - DEL Turismo held from June 14 to 18, 2021.

The virtual live was held on June 23, the eve of Feast of St. John, with the bonfire, presentations by the city’s gangs such as (moonlight from the coast and goat came), typical food stalls, parade of the king and queen of the city’s schools, raffles and prizes for balai basket among schools and the community that he followed from home through the transmission on Facebook and YouTube from the municipal government of Tibau, reaching 9,389 views. The municipality’s investment was around 40,000.00 reais for the city’s decoration, structure, awards and other costs. It is worth noting that during the realization of the LIVES, the teams involved followed all the sanitary protocols in prevention of COVID-19 adopted by the destination.

Key success factors

The involvement of the municipal management team through the secretariats, events sector, cultural groups, artisans, tourist trade and local community. The articulation between the sectors and the structure of financial resources destined to carry out the CULTURAL LIVES were determining factors for the realization of this moment. Participatory planning of actions took place virtually with the teams involved due to the pandemic, the dissemination of lives in the municipality’s social networks, inviting the population and the entire region to participate. The moment also allowed for raffles of gifts and donations from local entrepreneurs, through PIX (instant electronic payment method) to local artists. The interactions were positive during the Lives and publications, which proves the population’s approval of these events.

Lessons learned

The main challenge of the proposal was to rescue Tibau’s cultural traditions in the midst of the pandemic period through the virtual format, seeking a way to adapt the moment with the management’s intention to promote actions for the events sector and the appreciation of local culture.

As public management was not so close to the cultural sector before, it was possible to establish a dialogue between the government with the events sector and people who participate in local culture, which was crucial for the realization of these CULTURAL LIVES. In this perspective, the interaction between the sectors contributed to join efforts with the participation and cooperation of local tourism actors and public authorities.

Another challenge that the municipal management identified was the lack of a definition and maintenance of a calendar of events that would value the cultural identity of the destination, causing a need to develop public policies in the area.

It should be noted that even in the face of financial difficulties and the cost of the municipality with actions taken to face COVID 19, it was still possible to think of these actions aimed at supporting the events sector directly impacted by the pandemic. This fact corresponded positively in the local community and business sector, which
stirred the local economy, valorization of Tibau artists and an approval of the local population.

Results, achievements and recognitions
What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text
1. The cultural recovery of local traditions with Feast of St. John;
2. An interaction of those responsible for local culture with the municipal management, approach to discuss improvements and an appreciation of cultural elements such as local crafts, festivities and local artists in favor of tourism development;
3. The festive atmosphere in the city in the realization of the LIVES;
4. The realization ensured compliance with health protocols with the teams involved, based on biosafety measures, which ensured control of the health crisis at the destination.
5. The results were satisfactory with an approval from the local community, events sector and tourism enterprises, since since the emancipation in 1995, it was the first time that the municipality was decorated in June to celebrate the festivities in June with the “PROJECT SÃO JOÃO ON THE BEACH”.
6. In addition, the celebration of the Mother’s Day celebration, which is a tradition, being adapted to the virtual format due to the pandemic;
7. The CULTURAL LIVES took place from 5:00 pm to 10:00 pm in the months of April, May and June, contemplating 20 artists from the rural and urban areas. Lives Culturais reached an audience of 17,914 views during its performances.
8. The repercussion in the entire Region of the Costa Blanca Tourist Pole of city’s actions in support of the event sector and cultural enhancement.

Additional references
Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

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