

# **GTTP: RESEARCH AWARD 2017**

*Bleisure Travel*



## **BUSINESS & LEISURE**

### **Making São Paulo public transport more attractive**

Beatriz Pastor da Silva and Vitória Carvalho Troitão

Advisor teacher: José Augusto Rezende de Souza

**São Paulo, SP – 2017**

## Index

<b>1. Acknowledgements.....</b>	<b>3</b>
1.1 General acknowledgements.....	3
1.2 Special acknowledgements.....	3
<b>2. Introduction.....</b>	<b>3</b>
<b>3. Expanding our knowledge about the thematic of the research.....</b>	<b>5</b>
3.1 Tourism.....	5
3.2 Brazil.....	6
3.3 São Paulo.....	7
3.3.1 The history of São Paulo.....	7
3.3.2 Tourism in the metropolis.....	8
<b>4. Methodology.....</b>	<b>9</b>
4.1 Research object.....	9
4.2 Research method and data collection.....	9
4.2.1 Tourist attractions.....	10
<b>5. Results.....</b>	<b>23</b>
5.1 Questionnaire for hotel staff.....	23
5.2 Questionnaire for tourists.....	25
5.3 Data analysis.....	29
<b>6. Conclusion.....</b>	<b>30</b>
<b>7. Intervention.....</b>	<b>31</b>
<b>8. References.....</b>	<b>33</b>
<b>9. Teacher's guide.....</b>	<b>35</b>

# 1. Acknowledgements

## 1.1 General acknowledgements

We would like to thank the GTTP and all its partners for this unique opportunity. Studying about tourism and being able to share our research with people from so many countries is certainly a remarkable and unforgettable life experience.



## 1.2 Special acknowledgements

We would also like to thank all those people who helped us to conclude this case study research. Initially, Dr. Marcelo Vilela de Almeida for establishing the first contacts between our school and the tourism area of knowledge, Mariana Aldrigui Carvalho, country director (Brazil) for Global Travel and Tourism Partnership (GTTP) for all the support and encouragement during the entire process, Marlene Isepi, our school counsellor, who made the first contact with Dr. Vilela and Dr. Carvalho, allowing our school to take part in the competition. Our teacher Mr. José Augusto Rezende de Souza for promoting the idea of this competition, and for all the time he dedicated to help us to accomplish this research project. All the other teachers and school staff for the ideas and suggestions. Our thanks also to all our friends and family members, who trusted us and provided countless moments of support.

## 2. Introduction

The city of São Paulo, located in the same name state, in the southeast of Brazil, is one of the world's major cities. It's a cosmopolitan and dynamic city, offering an immense variety of opportunities for business, work, studies, shopping, leisure, entertainment and events, catering for the most varied needs of its visitors.

São Paulo is the Brazilian city that receives the biggest number of tourists in the country, being one of the best options for those willing to get involved with what the city has to offer.

Due to its infrastructure in several areas, the city has hosted important cultural events, such as national and international music concerts, theatre and art exhibitions, as well as fairs and congresses, generating wealth, job opportunities and contributing enormously to the Brazilian economy development.

The great economy potential and the wide variety of leisure and culture make the city of São Paulo an excellent choice for the bleisure practice, business trips that comprise some days for leisure, the topic of this research.

Considering these aspects, we started our research reflecting on the relation between the hotels and the business travelers, especially on the support that is offered at those establishments, as well as the tourist hotspots and how they are accessed, and finally, about the use of the public transport for the practice of bleisure in our city.

In order to learn more about our investigation target and also to obtain data for the development of our research, we went to Paulista Avenue, one of the most popular and bustling places of the city. It is an area with a heavy concentration of banks, offices, an extensive hotel network and several leisure options, such as: museums, galleries and cinemas, in other words, an ideal place for the practice of bleisure.

Searching for the answers about the interaction between these specific tourists and the city, we looked for the hotels in the Paulista area and possible business travelers, asking about several aspects of this practice and especially about the transport services offered by the city and used by these visitors.

As the work progressed, information was collected and analyzed, leading us to the following question:

### **How to use the subway as a bleisure ally?**

The research question definition started to guide our efforts to create actions that could help to increase the bleisure practice in our city.

Aiming at enriching our knowledge about the area of tourism and consequently substantiating the proposed action plan, we went into the conceptual universe of this important segment of the global scenery, tourism.

In the next section we will present some tourism concepts, as well as, more detailed information about our country, state and city, and then approach the steps and the results of this case study.

### **3. Expanding our knowledge about the thematic of the research**

#### **3.1 Tourism**

The word “tourism” has its origin in the word “tour”, derived from latin “tornare” and from the greek “tornus” that means “spin” or “circle”, giving the idea of leaving a place and returning to the same one. The practice appeared with the development of capitalism and the industrial revolution, which caused huge changes in the model of work, allowing the emergence of innovative technologies, new forms of transport and communication.

Paid holidays contributed enormously to the beginning of tourism, which started to be a necessary activity for workers, a moment of leisure. According to the article 5, number I of “*Política Nacional do Turismo*”, the practice of tourism has the purpose to democratize and provide tourism access in the country for all the population segments, contributing to the elevation of the overall well-being. Currently, the activity varies between the second and the third position among the services that make the world economy move forward.

Another important change was the globalization and the spread of information through technology, a big and important ally for tourism. Before the beginning of the easy access and exchange of information, tourism was a less developed practice in terms of promoting and facilitating its practice. More recently, it has grown enormously and taken immeasurable proportions.

The tourism activity, which does not involve only the movement of leaving and returning in search of leisure, deals with huge sums of capital by the several types of tourism offered all over the world. The most well known are ecotourism, social tourism, cultural tourism, exchange program, athletic tourism, adventure tourism, and finally, business tourism, which we will explore in more details in this case study.

Business tourism, or event tourism, the starting point of bleisure travel, is one of the oldest types of tourism and it is not difficult to understand what it involves. Business tourism stems from the activities done by tourists that spend some time somewhere in order to do activities related to work and business. Usually, people who practice this type of tourism have their expenses paid by the companies they work for. These travelers normally participate in congresses, fairs, conventions, shows, launches, festivals and events in general.

### 3.2 Brazil



Source: <https://pt.wikipedia.org/wiki/Brasil>

Brazil, a federative republic, located in the American continent, is the largest country in South America, with a territorial extension of 8,514,876 km<sup>2</sup>. It's the fifth largest country in the world. It is divided into five regions: North, Northeast, Midwest (where the capital is located, Brasília), South and Southeast, with a population of approximately 207,927,780 inhabitants.

The official currency is the Real and the official language is Portuguese.



The Brazilian population has its origins in several ethnical groups. Our people are the result of the miscegenation among indigenous people, settlers and other

groups, mainly from Europe, Africa and Asia. The big ethnical diversity provides an enormous plurality of colors, beliefs and cultures.

### 3.3 São Paulo

São Paulo is the most populated city in Brazil and in the southern hemisphere, with approximately 12.04 million inhabitants. Located in the state of São Paulo, which has a population of more than 40 million people. The city has 96.32% of its inhabitants in the urban area, and is responsible for 33% of the Brazilian GDP, around 550 billion dollars. The city is divided into five regions: north, south, center, east and west.

State of São Paulo map



City of São Paulo map



#### 3.3.1 The history of São Paulo

São Paulo was founded on January 25<sup>th</sup>, 1554 by the Jesuit priests José de Anchieta and Manoel da Nóbrega, who focused their work on the catechization of the indigenous people through the construction of a Jesuit school near the rivers Tamanduateí and Anhangabaú in the region of Piratininga, a village inhabited by catechized indigenous people, Jesuit priests and Portuguese settlers.

Nowadays, "Pátio do Colégio", known as one of the tourist attractions of São Paulo, next to the Anchieta Museum, tell us the history of the city foundation.





### 3.3.2 Tourism in the metropolis

São Paulo is one of the biggest economies in the world, being the biggest in Brazil. The secondary sector used to be of foremost importance for the Brazilian economy, but over the years, the tertiary sector gained prominence in the country.

According to the website Portal Brasil, in 2013, tourism was the activity the contributed the most with economy of our city. Nowadays São Paulo is the most visited city in Brazil.

Analyzing data from a survey carried out by FIPE (Foundation and Institute of Economic Research) to UBRAFE (Brazilian Union of Fair Promoters), 42% of the



fair market is in the region of São Paulo, involving sums of around 16.3 billion reais annually, showing us that what attracts business travelers to the metropolis are the fairs, congresses, conferences and other events accomplished by important companies.

The capital of events, Sao Paulo receives the most tourists in Brazil annually. It has a large variety of entertainment activities and establishments such as 145 theaters, 115 cultural centers, 158 museums, more than 50 shopping centers, more than 20 thousand restaurants with 52 types of cuisines from all over the planet. In addition, there is a mobility facility in the big city, since there are three airports, three coach stations, 85 thousand cars for rental, 37 thousand taxis, 1384 bus lines and 67 subway stations in five lines.

The visitor profile, regardless of the type of tourism, consists of mostly men (63.1%), Brazilians (98%), who visit São Paulo on business (46.7%) and end up being attracted to Paulista Avenue, followed by Ibirapuera Park and to Vinte e Cinco de Março street, a popular place for low cost shopping.

In order to produce our case study, we have been to some of the most visited tourist spots in the city, including some alternative ones, as we will see in the following sections.

## **4. Methodology**

### **4.1 Research Object**

Initially, our research objects were some hotels in our city. We selected some establishments near to one of the most popular tourist sites, Paulista Avenue. The choice was taken since the area is one of the best known in the city and because of the concentration of executive hotels, attracting many guests who come to São Paulo on business.

In addition to the privileged location, we found out that hotels in that area frequently offer weekend deals, making it interesting for the guests to extend their stay, encouraging the practice of business and leisure activities. Besides the working scenario, Paulista Avenue offers several types of establishments, such as bars, restaurants, snack bars, shops, malls, newsagent's, museums, bookstores, residential condominiums, hotels, parks, banks, etc.

### **4.2 Research method and data collection**

Aiming at collecting data, we developed two questionnaires, one for employees of eight hotels, and one for bleisure practitioners.

After the questionnaire-production phase, we went to the Paulista Avenue area and started to search for and interview our target group.

We searched for information about the guests' profile in terms of: gender, age group, city of origin, average length of stay in the hotel, the most used means of transport and possible complaints about them. We also inquired about the events that most attracted these tourists to the city

After the interviews with hotel professionals, we put our efforts into the second questionnaire, having possible bleisure practitioners as our target group. The questions were mainly related to tourist attractions and mobility in the city, seeking to identify their perceptions about options of places to visit, the quality of services offered, the cost-benefit relation and the reasons that guided their choices, either to use public transport, such as buses, the subway and train system, or to use individual ones, such as taxis and similar alternatives.

#### **4.2.1 Tourist attractions**

Aiming at relating the use of public transport to the most important tourist attractions in the city, we visited several of these places, using as references, the internet and the information obtained in the first questionnaire.

The following is a brief description of the places we visited and some photographs we took to illustrate our research.

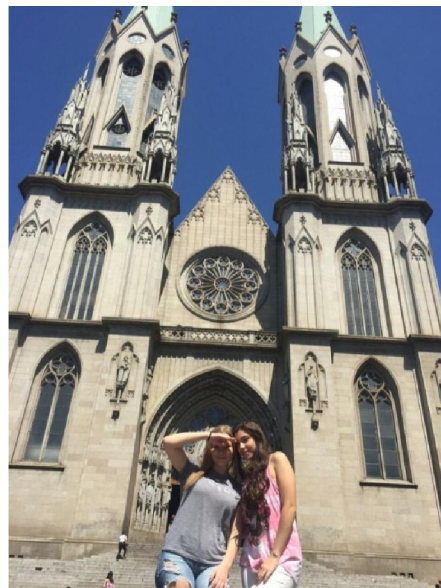
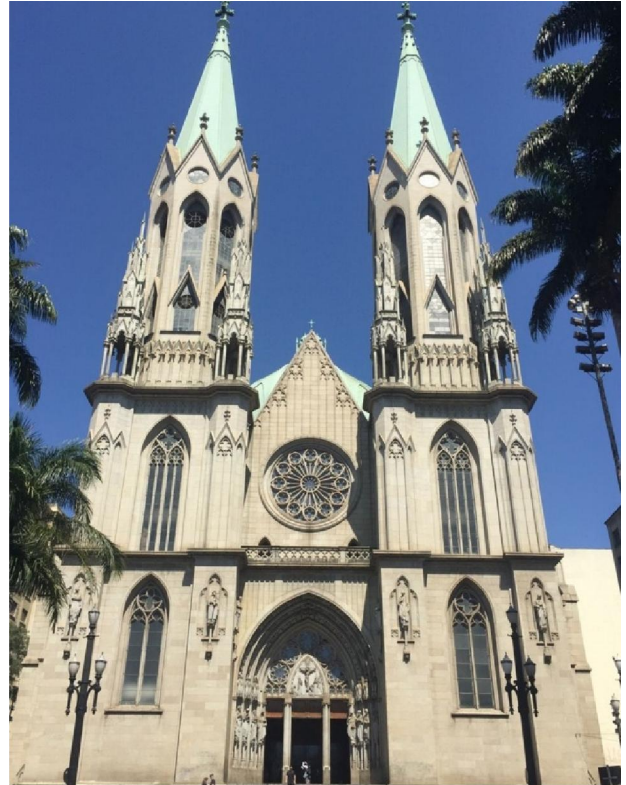
- Marco Zero



Marco Zero, a project by Doctor Américo Netto, is in the center of São Paulo, in Sé Square. It was inaugurated in September 1934. It identifies São Paulo main routes and places of public interest at the time. In addition, it represents not only a map, but a geographical landmark, located exactly in the center of the city. All measures of distance and addresses are counted from here.

- Catedral da Sé

Located in Sé Square, right in front of Marco Zero, Catedral Metropolitana de São Paulo was conceived by the German architect Maximilian Emil Hehl, its construction began in 1913 and its inauguration happened in January 1954. It is considered by some to be the 4th largest neo-gothic cathedral in the world. Currently, the cathedral has its daily masses and monitored visits during the week.





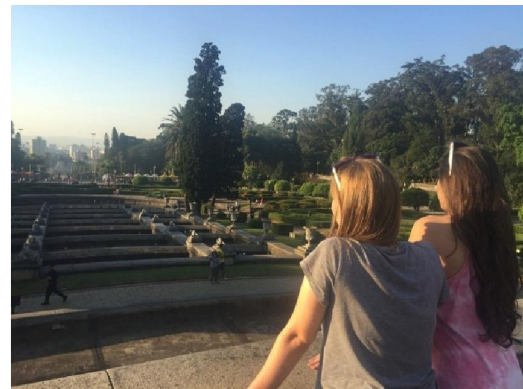
- Museu do Anchieta

Museu do Anchieta is situated inside Pateo do Collegio. It was founded in 1979 and has a collection of pieces of work by the priests who lived in the community of Pateo do Collegio, and also by returned objects that belonged to the Church and the Jesuit College. It has more than 700 pieces of work, containing paintings, marquetry, sculptures and other pieces that compose an ample collection related to the 17th, 18th and 20th centuries.



- Museu Paulista da Universidade de São Paulo

Museu Paulista da Universidade de São Paulo, better known as the *Museu do Ipiranga*, is in The Independence Park. Its gardens were inspired by French gardens, such as the Palace of Versailles. Opened on September 7<sup>th</sup>, 1895, with the name of "Museu de História Natural", Natural History Museum, it had a private collection. In 1922, by the occasion of the 100 years Independence celebration, the institution confirmed its historical character and after many collection transferences, the museum started to own and exhibit pieces of work that tell the history of São Paulo. Currently there are over 125,000 pieces of work there.





- Teatro Municipal

Teatro Municipal is the result of Cláudio Rossi and Domiziano Rossi designs and drawings. It is one of the biggest architectural landmarks of the city. The building construction began in 1903, but the theater was only opened in September 1911. Initially thought to be one of the greatest theaters to receive opera, nowadays, it offers other artistic activities as well, such as music and dance. In addition, it is open for visits on Tuesdays and Thursdays.



- Mercado Municipal

Opened on January 25<sup>th</sup>, 1933, Mercado Municipal, also known as "Mercadão", is one of the best well known gastronomic places in the city. It also impresses with its architecture. In addition to the various fruit stalls, the Market has several restaurants, where visitors can taste things like juices, meats, wines, fish, cereals, and the famous bread with *mortadela*, a cold meat sausage, which is typical of this tourist spot.







- Museu de Arte de São Paulo

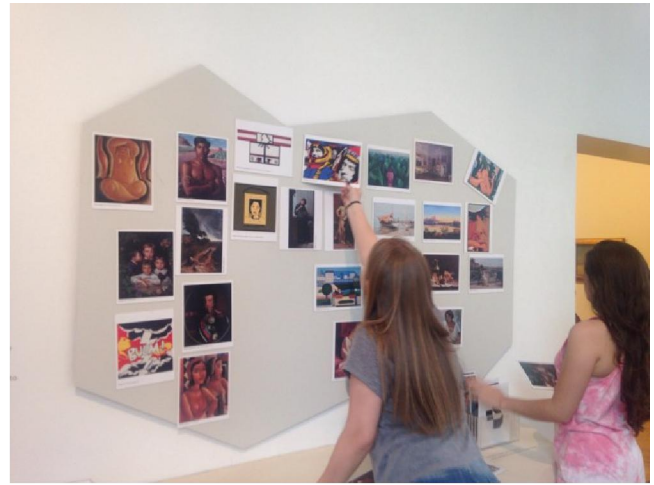
One of the most renowned cultural institutions in the whole of Brazil, MASP is located on Paulista Avenue and was inaugurated in November 1968. The famous gap, more than 70 meters in width, makes the private non-profit institution a target for *Paulistas*, people from São Paulo, and visitors from all over the world. MASP has one of the largest art libraries in the country, it has several exhibitions throughout the year and is one of the tourist attractions that cannot be missed in São Paulo.





- Pinacoteca do Estado

Built in 1900 and founded in 1905, Pinacoteca de São Paulo is the most important art museum in Brazil and the oldest in São Paulo. With more than seven thousand pieces of artwork, Pinacoteca keeps mainly a collection of Brazilian art from the 19th and 20th centuries. Currently it has several art exhibitions (live or not), a good opportunity for those who like to enjoy art while spending little money.



- Mirante 9 de julho

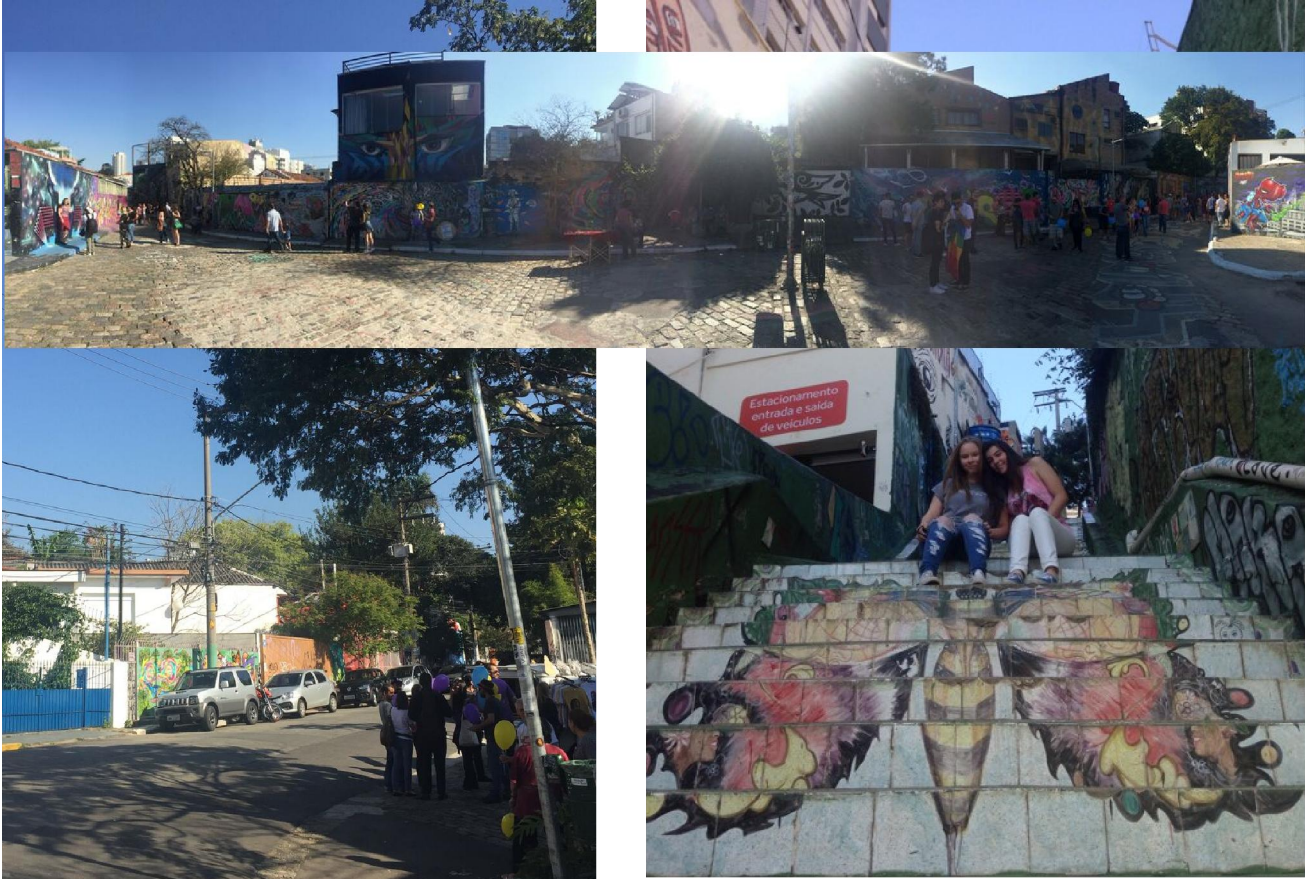
This viewpoint is situated right above 9 de Julho Avenue tunnel, as the name suggests, it was built and inaugurated in 1938, so that the elite who attended the Trianon Belvedere, a Ramos de Azevedo project inaugurated in 1916, could observe their residences, located in the center of the city. For nearly sixty years, the viewpoint had no function, being completely abandoned, until the creation of a public-private project that restored and reopened it in 2015, changing it into a cultural center with cinema, arts, food and live music.





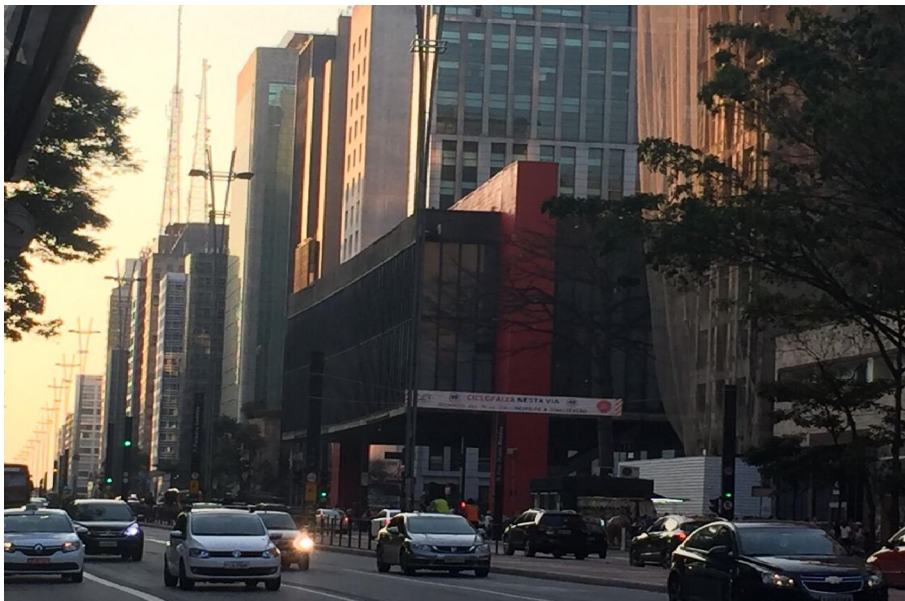
- Beco do Batman – Vila Madalena

Batman's alley, in the charming night life district of Vila Madalena, draws attention with lots of graffiti scattered throughout its walls. There is a great variety of pieces of work, since they were made by different graffiti artists. The works of art are changed frequently. It is the perfect place for photography lovers, who can enjoy themselves at the site. Around the alley, there are bars and musical performances, allowing tourists to have a wonderful fun time there.



- Avenida Paulista

One of the most famous avenues in the city, if not the most one. It was designed by the engineer Joaquim Eugênio de Lima and inaugurated in 1891. Paulista Avenue, which has had several names, is nowadays one of the most important tourist spots in São Paulo. From an economic center to an entertainment area, the avenue stands out as one of the main economic hubs, housing large corporate headquarters, hospitals, banks, consulates, hotels and scientific institutions, sharing its space with the entertainment sector, offering large malls, shops, restaurants, art galleries and museums, such as MASP and Itaú Cultural.





- Bolsa de Valores SP

The Bolsa de Valores building, São Paulo stock exchange, is also called BBB (*Brasil, Bolsa, Balcão*). Its history started in 1890, with the foundation of the free market, but it did not take long to close, returning its activities in 1895 as São Paulo Public Fund Exchange. Only in 1967 it was renamed Bovespa, *Bolsa de Valores de São Paulo*. It is located in the center of the city. A must-see place for those who like history and economy.



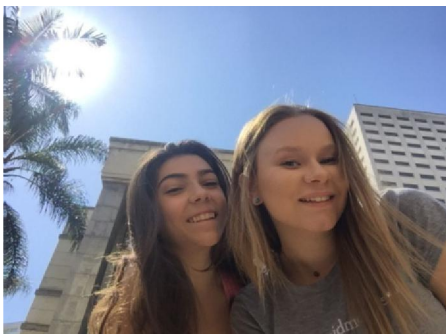
- Liberdade (neighborhood)

The Japanese immigration has been present in Brazil since the beginning of the last century. In 1912, Japanese immigrants began to focus on Conde de Sarzedas Street, founding a typical Japanese neighborhood. Today, Liberdade is one of the most visited tourist spots, specially by those who are curious about its typical shops and restaurants, as well as the streets architecture with its lantern style lightning, creating a Japanese atmosphere, totally different from all the other streets in the metropolis.



- Biblioteca Mário de Andrade

Mário de Andrade Library is an architecture landmark of the *art deco* style in São Paulo. It has been in Consolação street since 1925, being considered the first and main public library in the city. The library keeps the second largest document and book collection of Brazil, only behind Rio de Janeiro National Library. Since 2016, the Library has been operating 24 hours. It is the first one in Latin America to be full time open.





## 5. Results

In this section, the data obtained with the questionnaires will be presented, both for hotel professionals and for practitioners of bleisure. We will present the questions followed by the answers we received from the respondents.

### 5.1 Questionnaire for hotels

All the professionals who answered this questionnaire were reception staff, therefore, people who are in direct contact with the guests. In total, eight hotels were visited.

#### 1. Do you receive business travelers? How often?

	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5	Hotel 6	Hotel 7	Hotel 8
Yes	X	X	X	X	X	X	X	X
No								

Weekly – eight hotels

Monthly or fortnightly – two hotels

#### 2. What is the average stay at the hotel for tourism?

	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5	Hotel 6	Hotel 7	Hotel 8
Average	1 week/ 5 days	2/ 3 days	1 week/ 5 days	1 week	15 days/ 1 month	5 days	5 days	1 week

#### 3. Is there any practice to encourage the stay of these guests, such as discounts or other benefits?

HOTELS								
	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5	Hotel 6	Hotel 7	Hotel 8
Yes	X	X	X		X			X
No				X		X	X	

#### 4. How would you describe the business traveler profile? (Age, Gender, predominance of men or women, etc.)

For that question, two of the hotels answered that they receive the same amount of men and women, while four hotels reported receiving more men. Five hotels

have said that most of their guests who practice Bleisure are over 30 years old, and one of the hotels reported that this type of guest is usually about 25 years old.

*5. Is there a seasonality? Is there a more frequent place of origin?*

We realized that there is not a significant seasonality. Guests' places of origin depend a lot on the type of hotel they choose to stay. Most guests who practice bleisure are Brazilians from other regions (the South region appears three times, followed by the Midwest and the Northeast). There is also the presence of some foreigners in two hotels. Asia and Australasia appeared as the most frequent continents of origin.

*6. Do these guests ask for suggestions about places to visit?*

Yes, all guests ask for suggestions, especially restaurants, bars, shops and places to go.

*7. Does the hotel offer city tours (group or individual packages)? If so, which ones?*

None of the hotels offers this type of packages, but they always indicate some agencies and there always some leaflets at the receptions. The indications are usually based on the partnerships they have with tourism companies, such as SP Tours.

*8. What city events attract these guests to the hotel?*

Congresses in general, shows and Formula 1 events. Three hotels mentioned the fairs at Anhembi and Expocenter. Two mentioned Couromoda and the Hospital Fair, as well as the São Silvestre race.

*9. Would you say that there are more or less guests who already know how to get around in São Paulo?*

In three hotels the receptionists answered that most of their guests know how to get around in Sao Paulo because they have come to the city other times. In three other hotels, the business traveler generally does not know anything about the city and does not even know how to get around, so they ask the hotel for information. In one of the hotels, the answer to this question was that 50% know how to get around the city and 50% do not know it.

*10. What means of transport do they use the most?*

The most commonly used means of transport in all the hotels is the individual one, requested by mobile apps. Only one of the hotels said that some of their guests use the subway to get around the city, but they are few.

*11. Can you identify any persistent complaints from these guests about transport in São Paulo?*

The only persistent complaint is related to the heavy traffic. A respondent mentioned the organization and the cleanliness as São Paulo public transport qualities.

*12. Do these guests use any travel apps to get around the city?*

Yes, they do. All the guests who use transport apps, use Uber, 99 Taxi and Cabify.

## **5.2 Questionnaire for tourists**

Our second target group consisted of leisure practitioners. Aiming at applying the questionnaire we designed, we concentrated our interview efforts in front of MASP – São Paulo Art Museum, ticket office, on Paulista Avenue.

Approaching people at random was very time consuming, but it was certainly worth the effort. Initially, when we approached people, we enquired about their general identification, the places they were from and also about their activities in the city at that period of time. The respondents who mentioned being from the city of São Paulo, or being here only on tourism or leisure were discarded and the interview was finished. In doing so, only the business travelers were selected,

The questions, the answers and a general analysis of them will be presented next.

*1. Is this your first visit to São Paulo? If not, how often do you come here?*

David – Fortaleza. No. It's not. At least once a year.

Sueli – Teresina. No. It's not. I came here three times in the past.

Ana Raquel – Teresina. No. I came here three times in the past.

Kíria – Teresina. No. It's not. At least once a year.

Dayla – Teresina. Yes. It is.

Chavonga – Angola. Yes. It is

Julio – Mato Grosso do Sul. Yes. It is

Camila – Campinas: No. It's not. Every year.

2. *Are you in São Paulo only on business or also on tourism?*

David – Fortaleza. He combines work and tourism.

Sueli – Teresina. She combines work and tourism.

Ana Raquel – Teresina. She combines work and tourism.

Kíria – Teresina. She combines work and tourism.

Dayla – Teresina. She combines work and tourism

Chavonga – Angola. She combines work and tourism

Julio – Mato Grosso do Sul. She combines work and tourism.

Camila – Campinas. She combines work and tourism.

3. *Does your company allow you to extend your travel time for tourism? If so, is this extension funded by the company?*

David – Fortaleza. Yes. It does. Yes. It is.

Sueli – Teresina. Yes. It does. Yes. It is.

Ana Raquel – Teresina. Yes. It does. Yes. It is.

Kíria – Teresina. Yes. It does. Yes. It is.

Dayla – Teresina. Yes. It does. Yes. It is.

Chavonga – Angola. Yes. It does. Yes. It is.

Julio – Mato Grosso do Sul. Yes. It does. Yes. It is.

Camila – Campinas. Yes. It does. Yes. It is.

4. *How do you usually get around in São Paulo?*

David – Fortaleza. Mostly by subway and buses.

Sueli – Teresina. Always by Uber and taxis.

Ana Raquel – Teresina. By subway once, and the other times by Uber.

Kíria – Teresina. By subway and buses (few times), mostly by Uber and taxi.

Dayla – Teresina. By subway only once.

Chavonga – Angola. By Subway and buses.

Julio – Mato Grosso do Sul. Mostly by taxis and by subway only once.

Camila – Campinas. Always by Uber and taxis.

*5. If you have already used the public transport, how often did you do it? On a scale from 0 to 10, how do you evaluate the cost of the tickets, the visual information of the system, the speed and the quality of the service?*

David – Fortaleza. More than once - cost 8; visual information 7; speed 9; service 9.

Ana Raquel – Teresina. Once - cost 10; visual information 8; speed 10; service 10.

Kíria – Teresina. Few times - cost 10; visual information 7; speed 10; service 6.

Dayla – Teresina. once - cost 10; visual information 6; speed 10; service 10.

Chavonga – Angola. Few times - cost 10; visual information 8.5; speed 8; service 10.

Julio – Mato Grosso do Sul. Once - cost 8; visual information 6; speed 10; service 9.

*6. If you tend to use private transport, what makes you choose it instead of public transport?*

Camila – Campinas. “The convenience and the safety ... I can take my notebook in the car. And the availability, since it is the company that pays for the transport.”

Sueli – Teresina. “I have not yet had the opportunity to take the public transport ... I always think about the convenience first.”

Kíria – Teresina. “It is faster and more comfortable.”

Ana Raquel – Teresina. “It is safer.”

Julio. “It's more comfortable because it picks me up at the hotel and drops me off at the hotel again.”

*7. In your opinion, what could be improved in the public transport of our city?*

David – Fortaleza. “Visual information. There is not a shortage of information, but the signs are confusing, lacking colors that could attract attention.”

Kíria – Teresina. “It gets very crowded at certain times, it's quite complicated. Apart from that, it has nothing to be improved.”

Julio – Mato Grosso do Sul. “More information.”

Chavonga – Angola. “I still cannot comment on that, but the subway here is very good.”

*8. How do you evaluate the leisure options in São Paulo?*

David – Fortaleza. “There is a wide variety, I quite like them”

Camila – Campinas. “They are great, there isn't a shortage of options.”

Julio – Mato Grosso do Sul. “Good, good service and customer service as well.”

*9. Have you visited or are you planning to visit any tourist spots in the city? If you have already visited any of them, what was the place and what was your impression about it?*

David – Fortaleza. “Yes, I have visited, but I do not remember the name of the place. Now I'm going to MASP, but I want to visit other museums.”

Sueli – Teresina. “I went to Museu do Anchieta, Ibirapuera, MASP and Mercado Municipal. I would go back to all of them.”

Ana Raquel – Teresina. “Ibirapuera, Mercado Municipal and MASP.”

Kíria – Teresina. “Mercado Municipal, MASP and Parque Ibirapuera.”

Dayla – Teresina. “Mercado Municipal, MASP and Parque Ibirapuera.”

Chavonga – Angola. “Yes, SESC Pinheiros and the Zoo. I want to go to other galleries and art museums.”

Camila – Campinas. “I have already visited some places, but the one I liked the most was Liberdade”

*10. What means of transport did you use to get to those places?*

Dayla and Kíria – Teresina. They used public transport only to go to MASP on the day of the interview, and Uber to visit the other places.

Sueli and Ana Raquel – Teresina. They preferred private transport to go to all the places they visited.

Chavonga – Angola. He used public transport to get to at all the places he mentioned.

Camila – Campinas. She always used private transport.

David – Fortaleza. He used it to go to all the places he visited.

*11. Besides the places you have already visited, which ones would you like to visit, or what activities would you like to do in your leisure time in the city?*

David – Fortaleza e Chavonga – Angola. Museus and art galleries

Sueli, Ana Raquel, Dayla e Kíria – Teresina. Teatro Municipal

Camila – Campinas. Other bars and restaurants

*12. Would you go back to any of the places you visited?*

David – Fortaleza. “Yes, I would.”

Ana Raquel, Dayla e Kíria – Teresina. “Parque do Ibirapuera”

Sueli – Teresina: “Parque do Ibirapuera and Museu do Anchieta”

Camila – Campinas: “I would go back to Liberdade”

Some respondents did not know or did not want to answer some questions.

### **5.3 Data analysis**

Based on our research about the places to visit in São Paulo and the data collected through the interviews, it was possible to realize that São Paulo is very adequate to the bleisure practice, and that it is very present in the city, specially considering that all the hotels we visited normally receive guests who practice this activity. In addition, most hotels encourage it through price reductions for the guests to extend their stay, making it possible, even if the company does not pay



for it. The activity of tourism combined with work is a personal desire for most guests. In general, visitors do want to know a little bit more about the great metropolis.

After carrying out the research and analyzing the data, we discovered that there is not a very defined business traveler profile, except by the age group (+30) and a tendency to be male, but due to the scope we analysed, we cannot say if this is the reality for other places. It was also possible to see that most visitors do not know the city, so it is frequent practice for them to ask hotel staff for tips about restaurants, bars, shops, main tourist attractions, etc., as they do not offer city tour packages, having only partnerships with some companies which distribute flyers and guides to partner hotels.

Most business travelers do not use public transport, but there are few negative evaluations about the subway or bus services. On the contrary, the ratings are always positive and there are a lot of compliments regarding the cost, speed and service.

There are places that could receive more visitors, if they were encouraged to do so or if they had information on how to get to those places easily and in safety. We had the impression that those who use individual transport services are limited to the indications of hotel professionals and drivers. On the other hand, tourists who used the subway system, also fail to visit incredible places in the city due to visual information issues that could be more effective, promoting a lot of leisure activities in the surroundings of several subway stations.

## **6. Conclusion**

São Paulo is one of the cities that most hosts events in our country, consequently, it has an enormous potential for business tourism, which makes this economy segment very active. The city has a great flow of tourists who come here on business, and take advantage of it to enjoy what the city has to offer.

According to the analysis of the results, we concluded that the combined practice of business and travel would be more effective and useful for those spending some time in the city, if they were encouraged to use public transport for this practice, specially the subway system.

Even with the lack of more effective signage in some places, the subway continues to be one of the best options for those visiting the big metropolis, which could be justified by the fact that the respondents, who used the system, have not made any serious complaints about it.

By using the subway, tourists would be able to visit more places, restaurants, bars and entertainment areas, as well as creating their own itineraries and, consequently, enjoying themselves and having a better time in the city.

Encouraging the subway use by business travelers and tourists in general would be very positive, not only for them, but also for the city itself. It would possibly increase the number of people visiting many interesting places, enriching their cultural and leisure experiences, and helping the local economy.

In general, we concluded that the subway system has an enormous potential to promote the practice of bleisure. We also believe that visual communication efforts could greatly contribute to facilitate the circulation of our visitors.

## **7. Intervention**

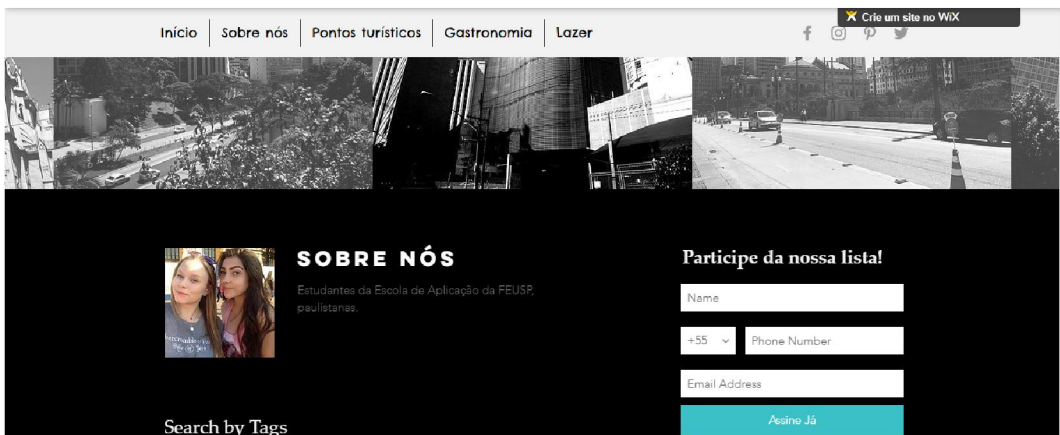
Bearing in mind to encourage the use of the subway for the practice of bleisure, and consequently to help its practitioners to take better advantage of the city, we created the website: "Vá de metrô" or Go by Subway, a digital tool, quick and easy to use, an alternative for those who want to enjoy all that São Paulo has to offer. We decided for a user-friendly page design, with straight to the point information.

On this platform, we combined the use of public transport with possible places of interest, such as bars and restaurants, museums, parks and other entertainment options. When accessing the website, visitors can select the section that they are more interested about, look for the lines, the nearest stations or the desired tourist spots.

We believe that a website could contribute greatly to facilitate the lives of our visitors, as well as promoting a possible interaction with the people from São Paulo. Some pictures of our website will be presented next.



São Paulo traz inúmeras opções de entretenimento pra você:  
gastronomia, aventura, cultura, relaxamento...



## 8. References

Images:

<https://jusconstitucional.wordpress.com/category/series/eeicoes-no-brasil/>

<https://pt.wikipedia.org/wiki/Brasil>

[https://pt.wikipedia.org/wiki/S%C3%A3o\\_Paulo](https://pt.wikipedia.org/wiki/S%C3%A3o_Paulo)

[https://pt.wikipedia.org/wiki/Ficheiro:Mapa\\_sp.png](https://pt.wikipedia.org/wiki/Ficheiro:Mapa_sp.png)

\*All the tourist attraction pictures were taken by the students Beatriz and Vitória, including the website ones.

Concepts e data:

[http://www.observatoriodoturismo.com.br/pdf/DADOS\\_E\\_FATOS.pdf](http://www.observatoriodoturismo.com.br/pdf/DADOS_E_FATOS.pdf)

<http://www.cidadedesaopaulo.com/sp/a-cidade-de-sao-paulo>

<http://www.agitocampinas.com.br/materias/o-que-e-turismo/1498>

[http://www.planalto.gov.br/ccivil\\_03/\\_ato2007-2010/2008/lei/l11771.htm](http://www.planalto.gov.br/ccivil_03/_ato2007-2010/2008/lei/l11771.htm)

<http://www.ubrafe.org.br/>

<http://www.bibliotecavirtual.sp.gov.br/temas/sao-paulo/sao-paulo-populacao-do-estado.php>

<http://www.cidadedesaopaulo.com/sp/o-que-visitar/pontos-turisticos/226-teatro-municipal>

<http://www.mp.usp.br/museu-do-ipuranga>

<http://passeiosbaratosemsp.com.br/7-motivos-para-visitar-o-mercado-municipal-de-sao-paulo/>

<http://www.cidadedesaopaulo.com/sp/o-que-visitar/atrativos/pontos-turisticos/200-liberdade>

[https://pt.wikipedia.org/wiki/Avenida\\_Paulista#Hist.C3.B3ria](https://pt.wikipedia.org/wiki/Avenida_Paulista#Hist.C3.B3ria)

<http://www.associacaopaulistaviva.org.br/site/historia.php>

<http://economia.ig.com.br/2016-08-11/bovespa.html>

<https://www.facebook.com/mirante9dejulho/>

<http://www.saopauloantiga.com.br/mirante-9-de-julho/>

<http://passeiosbaratosemsp.com.br/facundo-guerra-conta-sobre-o-mirante-9-de-julho-e-seu-novo-projeto-um-bar-no-subsolo-do-teatro-municipal/>

[https://pt.m.wikipedia.org/wiki/Pinacoteca\\_do\\_Estado\\_de\\_S%C3%A3o\\_Paulo](https://pt.m.wikipedia.org/wiki/Pinacoteca_do_Estado_de_S%C3%A3o_Paulo)

[https://pt.m.wikipedia.org/wiki/Museu\\_de\\_Arte\\_de\\_S%C3%A3o\\_Paulo](https://pt.m.wikipedia.org/wiki/Museu_de_Arte_de_S%C3%A3o_Paulo)

[https://pt.m.wikipedia.org/wiki/Biblioteca\\_M%C3%A1rio\\_de\\_Andrade](https://pt.m.wikipedia.org/wiki/Biblioteca_M%C3%A1rio_de_Andrade)

[http://www.sp360.com.br/site/conteudo/index.php?in\\_secao=42&in\\_idioma=1&in\\_conteudo=19](http://www.sp360.com.br/site/conteudo/index.php?in_secao=42&in_idioma=1&in_conteudo=19)

<http://www.cidadedesaopaulo.com/sp/o-que-visitar/pontos-turisticos/226-teatro-municipal>

<http://passeiosbaratosemsp.com.br/7-motivos-para-visitar-o-mercado-municipal-de-sao-paulo/>

<http://www.mp.usp.br/museu-do-ipuranga>

<http://www.cidadedesaopaulo.com/sp/museus/4087-museu-anchieta>

## **Teacher's guide**

### Introduction

This teacher's guide is based on a case study about bleisure travel. It was outlined to provide some guidance for teachers who intend to use it as a teaching-learning material.

It is related to the activity of business and leisure in the city of São Paulo, Brazil.

It is meant for students taking their high school courses, aging from fifteen to seventeen or eighteen. The same age as the Brazilian students who did this research project as an extra-curriculum activity, with the guidance of their teacher of English.

These activities were designed to teach the most basic concept knowledge about bleisure, and to get students to know a little about the city of São Paulo and its tourist spots. They are divided into three steps: engagement, exploring the case study and a final production.

Resources: Blackboard – Internet – Notebooks – Paper for posters

### **Step 1 – Engagement**

The teacher writes on the blackboard: Tourism – Leisure. He or she asks the students to create a new English word that combines the two words into only one. The students go to the blackboard, write their words and the whole groups votes for the best option.

The teacher then writes the word *Bleisure* on the blackboard and asks students to tell the group what it is all about, and where it can be more frequently practiced in the world.

### **Step 2 – Exploring the case study**

First task: In this phase, the teacher will get students to read the case study on line, searching for specific information.

At first, the teacher will ask if anyone in the groups knows anything about the city of São Paulo, after that he or she writes on the board:

Location – Population – People – Tourism – Other things.

Then he or she divides the students in small groups and sets a challenge: Read about São Paulo and write as much information about it as possible. The teacher sets a time limit for the research. The teams that gets a longer list of information wins the challenge.

Second task: Exploring the city on tourism. New small groups are formed. Search the case study and find places where you can:

- 1) Eat some delicious Brazilians fruits. \_\_\_\_\_
- 2) Take pictures of art graffiti. \_\_\_\_\_
- 3) Watch a nice ballet or opera concert. \_\_\_\_\_
- 4) See a French style garden. \_\_\_\_\_
- 5) See a great collection of Brazilian art. \_\_\_\_\_

After this moment, the teacher asks for the students' answers and say if they are right or wrong.

Answers: 1 - Mercado Municipal, 2 – Beco do Batman, 3 – Teatro Municipal, 4 – Museu do Ipiranga and 5 – Pinacoteca.

### **Step 3 – Final Production**

This is the moment students will have to explore the case study to outline a possible bleisure plan for a person who will spend seven days in São Paulo. Students should work in pairs, trios or small groups.

Task: Suggest an itinerary for a business person who is going to spend seven days in São Paulo.

During the first four days, the person will be working during the day, but will have the evenings free. The other three days will be totally free. The person will be staying at a hotel in the Paulista avenue area. He or she is very keen on art, local foods, parks and getting to know people's lifestyle. Don't forget to include the name of the places and the best way for the person to get there using the subway system.

Finally, the students prepare posters to display their proposals and share them with the other students.